

# **5G & GDPR**

## **IMPACT ON BUSINESS MODELS**

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# 5G opportunities

- 5G technologies will promote & require new disruptive, virtual and persuasive business models (BMs)
- The evolving Business Model Ecosystem (BMES) will enable those businesses involved to offer value propositions based on
  - Encompassing real time transactions
  - New delivery modes (incl e.g., drones)
  - Big data harvesting & analytics
  - .....



# New Verticals

- Example Volvo's idea: A business models based on advanced wireless technologies (5G)
  - The future car experience are offered as a simple monthly subscription fee offering a virtual sensor based car
  - Incl extra services
    - pick-up, delivery and concierge services
    - Assistance to customers and users of the car “as they go and drive”
  - A model with three simple steps
    - Choose: an individual “tailormade” or “personalized” car
    - Confirm: Customer fill in the details and confirm their subscription
    - Contact: Volvo will then get the customer “behind the wheel”



# A multitude of connected BMs

- Businesses in a world embedded with advanced 5G sensor technologies will not be able to operate within just its own BMES – as Facebook, Google, Amazon, Alibaba and... do today
- 5G technologies will revolve around business model “interpretation” of things and humans
- Focus on ‘human bonds’ shift to businesses run autonomously by machines or ‘things’
- 5G aspects positioning, localization, sensing and the exchange of realtime smart data will create deeper human- and machine centric BM’s



# GDPR challenges

- Issues to be analyzed, e.g.
  - How will the GDPR influence the generic construction of businesses
  - How will GDPR influence the ability for businesses to create, capture, receive, deliver and consume BM
  - How will GDPR influence future incremental and/or radical BMI based on 5G technologies?



# Future tasks

- The business model community needs to develop a common agreed business model language
- A way to practicing GDPR with the aim of not preventing and laying barriers to future BMI
- Otherwise the advantages of 5G technologies, communication, navigation, sensing data will not be fully developed – 5G technologies might not be able to take off.

