

Competitive Battlecards for Telecom OEMs

Technology, Media & Telecommunications Practice



The telecom industry is undergoing a major transformation. 5G networks are rapidly deploying, but coverage isn't everywhere yet. Software-defined networking (SDN) offers flexibility, but also raises concerns about compatibility between different systems. The ever-growing and changing demands of the Internet of Things (IoT) are putting new strains on networks.

These disruptions present both challenges and opportunities for OEMs. In such a dynamic market, having clear and concise competitive battlecards is crucial to winning market share and staying relevant. They equip your managers and staff with the information they need to make informed decisions quickly. In short, **battlecards remove guesswork for managers and your staff.**

Have you ever wanted to have a reliable, apples to apples comparison of how your products perform against those of other OEMs?

Competitive battlecards fill the void by providing product and service benchmarking, identifying paths to market, prioritizing customer segments, optimizing channel partner strategies, and suggesting other GTM tactics to inform your positioning against top-tier network OEMs.

In our experience, clients who invest in recurring competitive battlecard analyses across product lines are much better able to:

Stay On The Frontier Of Market Offerings

Battlecards provide granular insights into competitor strategies, product roadmaps, and partnerships. By anticipating shifts in the competitive landscape, vendors can adjust their offerings, pricing, and go-to-market strategies to stay ahead of the curve.

Make The Most Of R&D Investments

Deep dives into competitors' technologies help OEMs identify gaps and emerging trends. Budgets are tight, so having an informed perspective allows savvy OEMs to focus R&D efforts on solutions that genuinely differentiate them and resonate with evolving customer needs.

Win Lucrative Deals When They Come Up

Understanding competitor strengths and weaknesses empowers OEMs to tailor value propositions and negotiate strategically with key clients and market segments. Battlecards packed with competitive intelligence can prove the difference in closing high-value deals with customers ranging from Tier 1 operators to disruptive service providers.

Navigate Regulatory Complexity

Regulations surrounding new network technologies and data privacy are evolving rapidly. Expert-driven CI can help OEMs stay abreast of changes, objectively evaluate the magnitude and likelihood of regulatory risks, and ensure their products and services comply with new rules, avoiding costly delays and penalties.

Actionable insights from competitive battlecards help your business.

Struggling to understand complex product comparisons, competitor strengths, or pricing strategies? Battlecards cut through the confusion, conflicting internal perspectives or hearsay, and provide clear answers. This empowers OEMs to uncover hidden market trends and develop winning business strategies.

GTM Elements		OEM 1	OEM 2	OEM 3
Customers	Customer Base	All segments	Niche	Late entrant
	Growth	Stagnant	Broadening prop	Low traction
	Perception of OEM	Best regarded	Growing awareness	Viewed as risky
Partners	Quality of Relationship	Renewals in doubt	Direct only, No partners	Relies on 2 VARs
	Global Reach	All major markets		Limited, growing
	Perception of OEM	Strong, declining		Still nascent
Product	Platform IP	Industry standard	Disruptive in niche	Weak, "me too"
	Modules	Stagnant	Innovative	Low differentiation
	Ease of Integrations	"Not keeping up"	"Plug and play"	3P required
	Value-Added Services	Best in class	Newly introduced	Not offered
Pricing	Net Cost	"Pricey"	Custom discounting	No discounting
	Lifetime TCO	Low maintenance	Excellent for niche	Constant upkeep
	Perceived Value	Benchmark value	Good to date	"Not worth it"

Key: ■ OEM Strong Relative to Competition ■ OEM Parity with Competition ■ OEM Weak Relative to Competition

For more than 40 years, **Kaiser Associates** has developed competitive battlecards that successfully leverage subject-matter expertise and field research customized to each engagement. Kaiser teams are experts in competitive benchmarking and conduct research in-house, so the analyses you receive are directly informed by the market. Our work is particularly valuable in tough-to-read B2B markets, where our SME and market access provide timely intelligence signals and actionable strategies.

Connect with Kaiser's TMT Practice experts to learn more.



Joe Kestel

Vice President

JKESTEL@KAISERASSOCIATES.COM



Azulina Green

Vice President

AGREEN@KAISERASSOCIATES.COM



Rodger Heidgerken

Manager

RHEIDGERKEN@KAISERASSOCIATES.COM