



Accessing Industry Innovation

Kent Darzi

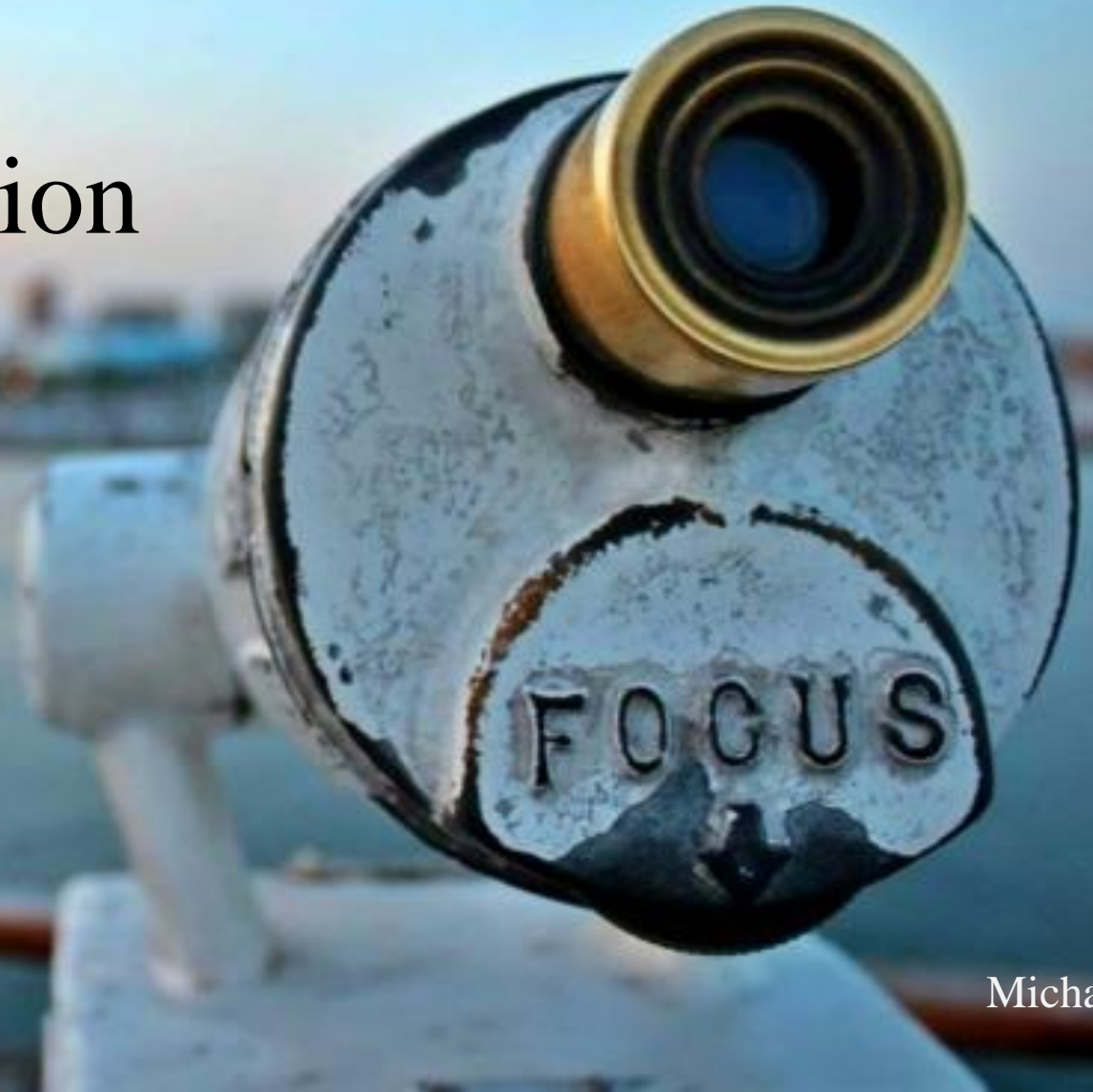
Vice President, Quality

30 Years of Change



Cost

Differentiation

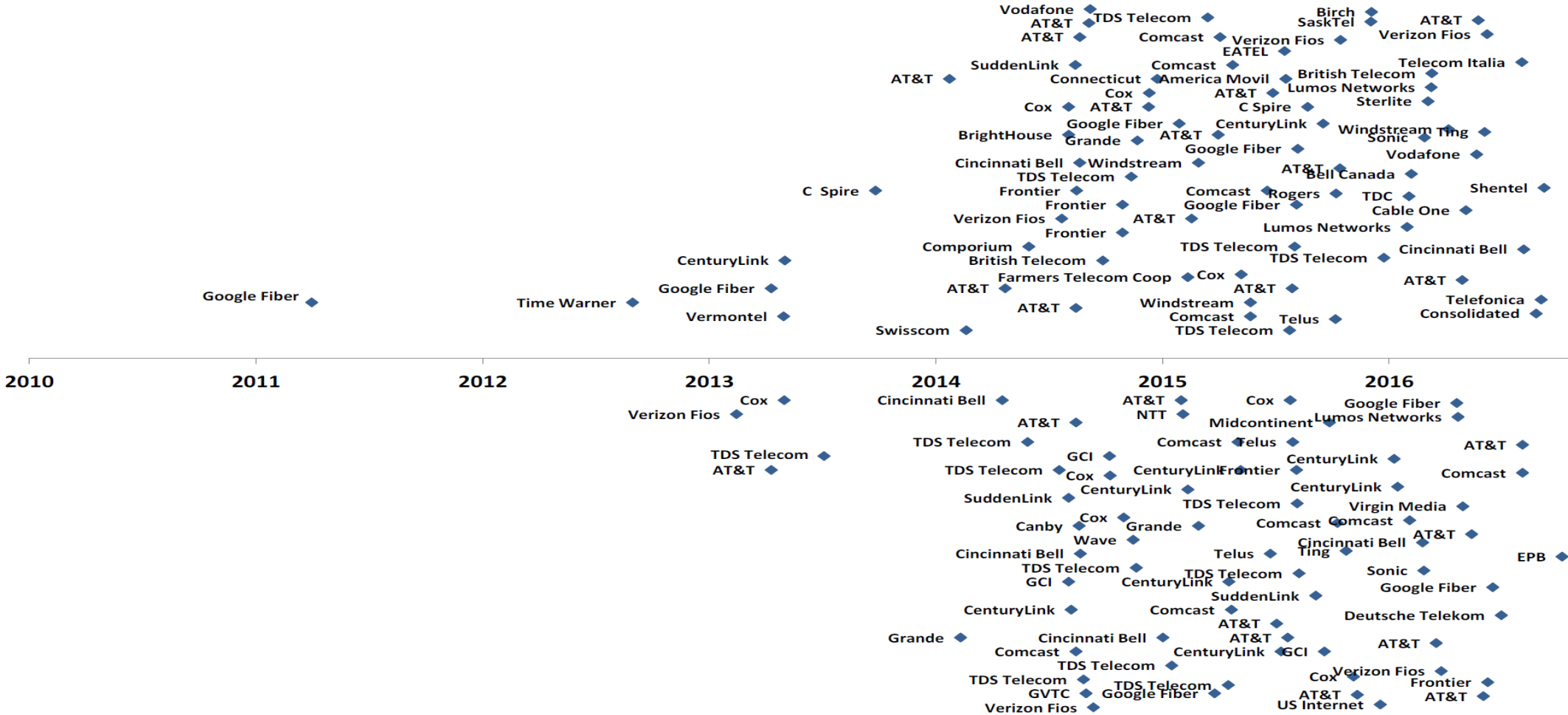


Michael Porter

The Importance of Catalysts

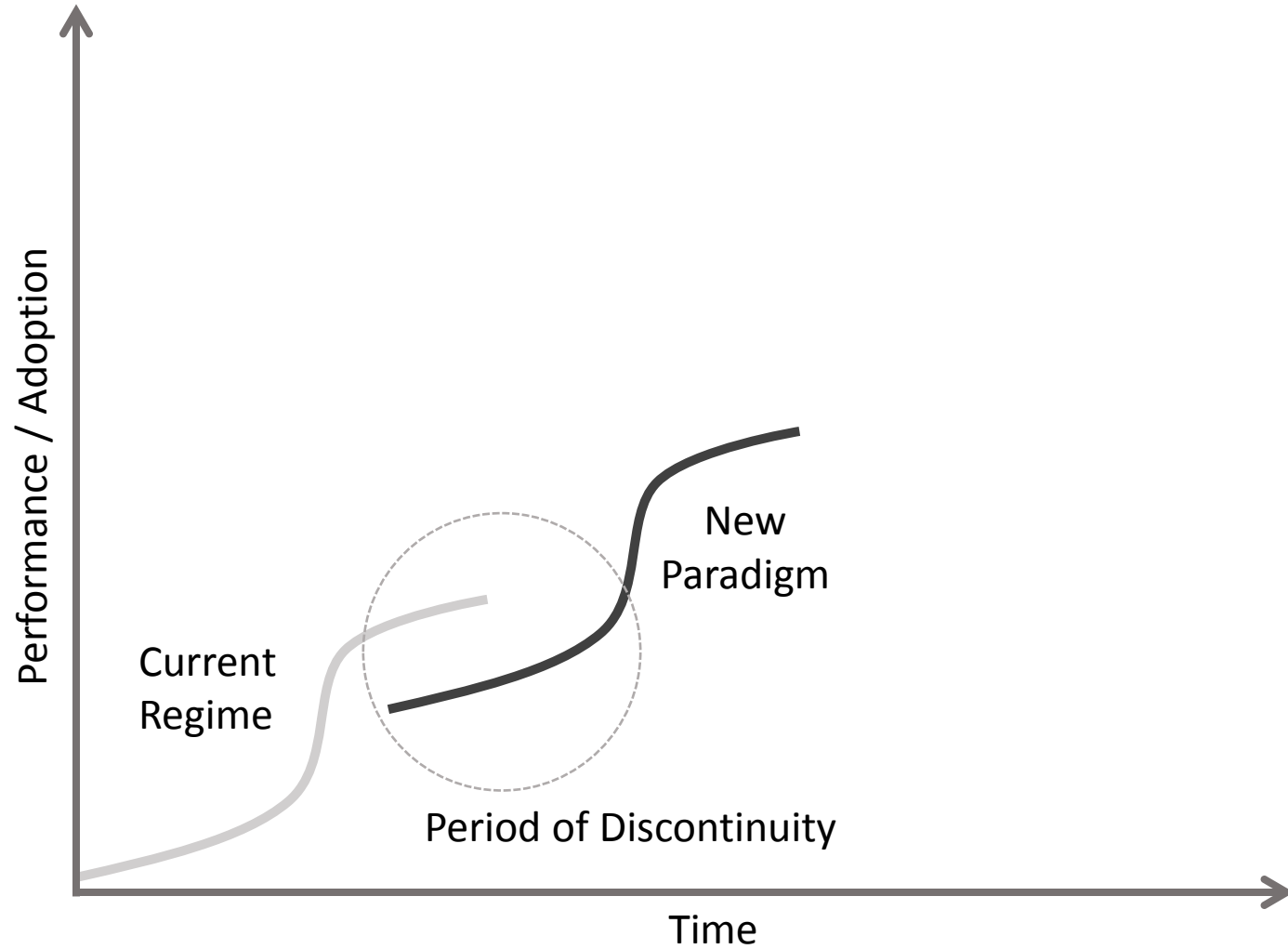


Chart 6: Accelerating Pace of FTTP and 1 Gig Service Market Launch Announcements (2010 – 2016)



Source: Company Announcements, Jefferies Research

Disruptive Innovation

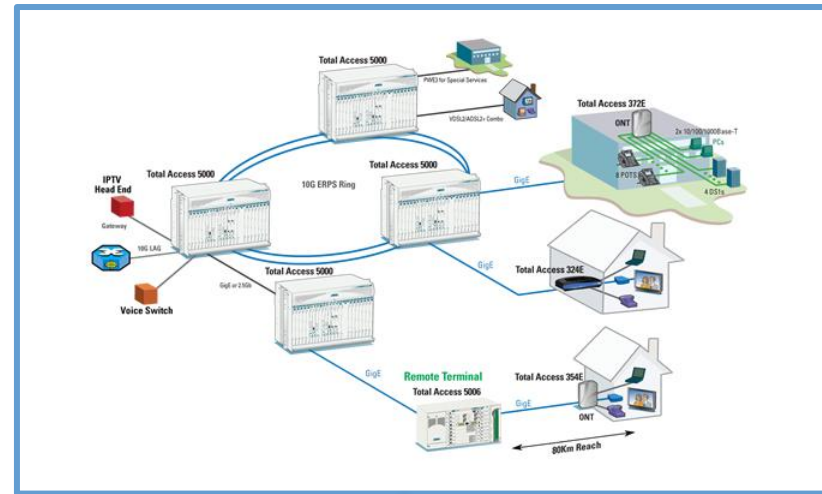
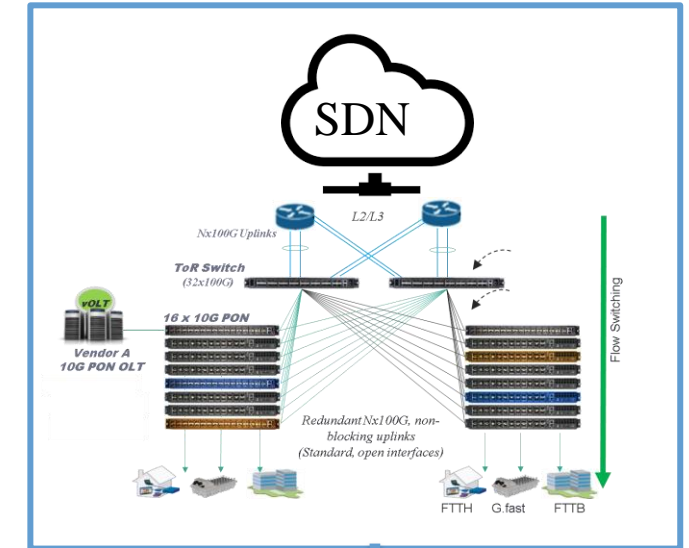


Clayton Christensen



Cloud Controlled SDN Access Platform

Integrated & Interconnected Network Systems



Autonomous Isolated Network Devices





Strategy is about setting yourself apart from the competition. It's not a matter of being better at what you do - it's a matter of being different at what you do.

— *Michael Porter* —