

Evolution of Sales Models for Private 5G Networks: From Leading Japanese Local 5G Suppliers

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Abstracts

The commercialization of 5G has sparked considerable interest in the private 5G network market among suppliers. However, the adoption of private networks faces challenges, with cost being a significant barrier for businesses across different sectors. To address this, suppliers have introduced diverse sales models to cater to varying needs. In the evolving Japanese local 5G market, which has matured over three years, suppliers offer a spectrum of solutions with different sales approaches, ranging from outright purchases to subscription-based models. This report provides an in-depth analysis of the diverse sales models aligned with vertical-specific requirements. It delves into three major sales models currently adopted by local 5G suppliers in Japan and explores the future trajectory of private 5G network sales models.

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