

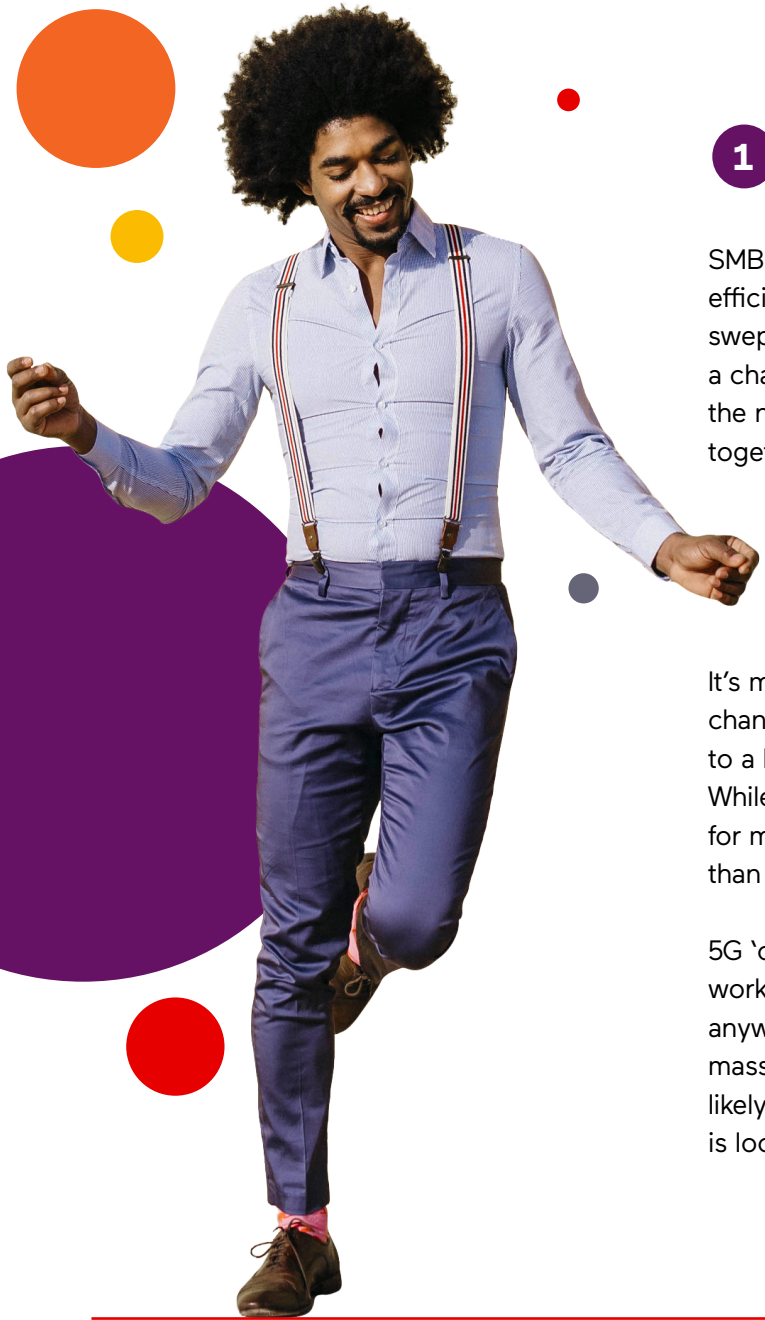


## **Making 5G a reality for small businesses**

Tech-savvy small and medium businesses (SMBs) can transform the way they operate by harnessing the power of 5G. Cost-effective 5G mobile plan options are available for SMBs who want to increase productivity and remain competitive. 5G has the potential to reimagine the SMB workplace, making remote work faster and more productive. 5G can help drive growth for all Australian businesses regardless of size.

5G provides SMB's with a new mobile option for internet connectivity that has the potential to be faster than many existing fixed internet connections with the convenience of wireless. It lets organisations use wireless networks in ways that haven't been possible before, levelling the playing field for smaller organisations and opening a door of opportunity for creative, forward-looking businesses to make their mark.

There are five ways an ultra-fast 5G mobile plan could transform the way you do business.



## 1 Boost a remote workforce and drive business efficiencies

SMBs are under pressure to reduce costs, drive efficiencies and increase profitability. As the pandemic swept the globe, organisations had to adapt quickly to a changing work model. Remote working has become the new normal and teams are getting used to working together when geographically separated.

5G is the technology that will elevate remote working beyond anything that has been experienced before.

It's much more than 4G+1. 5G could be a game-changer. 5G offers a theoretical maximum speeds up to a hundred times faster than exiting 4G technology.<sup>1</sup> While this is a theoretical maximum, real-world speeds for most customers are likely to be significantly faster than 4G.

5G 'cuts the cord', letting remote workers genuinely work wirelessly and collaboratively from literally anywhere there's network coverage. And, with massively decreased latency, applications are more likely to perform to their full potential wherever the user is located.

## 2 Make decisions in near real-time

SMBs rely on data to make informed business decisions. Doing this depends on having a reliable network that can support the capture, storage, and analysis of data. Network limitations mean that current data insights still lack immediacy, impacting the capacity for timely business decisions. Slow internet speeds delay data transmission from multiple business dimensions simultaneously.

Leveraging 5G to drive data mining and analysis could potentially transform the quality of the data SMBs can extract. A super-fast mobile plan will deliver that information straight to users' fingertips.

Low latency, huge data download capacity and lightning-fast speeds mean that data can be mined and analysed in near real-time, affording immediacy to vital business decisions.

<sup>1</sup> <https://www.canstarblue.com.au/phone/how-fast-is-5g-in-australia/#:~:text=5G%20has%20the%20potential%20to,your%20device%2C%20among%20other%20factors>

### 3 Leverage artificial intelligence (AI)

With superfast internet speeds comes the ability to leverage bandwidth-hungry technologies such as AI. While AI may have been around for nearly 50 years, accessing high-quality AI has been cost prohibitive for most SMBs. Now, the high speeds and data volumes of 5G mean that even the smaller end of town can potentially access some of the most sophisticated AI technology on the market.

### 4 Virtual and augmented reality

5G has the potential to transform industries across the board by letting them take advantage of new ways of communicating with customers. Businesses such as hairdressers, florists, construction firms and interior designers can change their shopping experience from a 2D to an immersive 3D model. Live demos, walk-throughs and interactive ads with a highly personalised touch generate immediate customer engagement. Storytelling and involving the customer in a simulated experience allows the customer to be involved in the marketing process: the physical and emotional engagement drives a strong brand bond. Trying on clothes, taking a real estate tour, or making home improvements in a virtual environment are genuine possibilities with 5G.

### 5 Internet of Things (IoT)

IoT is an ever-growing network that connects people to things, things to things, and enhances the relationships between devices everywhere. Through sensors, electronic tags and labels, and other technology, IoT makes it possible to automatically collect, share and use valuable data.

IoT is the interconnection via the internet of computing devices embedded in everyday objects, enabling them to send and receive data.

5G promises the higher bandwidth and ultra-reliable, low latency communication needed for the next generation of IoT devices to drive the digital transformation of business processes, transportation, smart IT and public safety.

This expanding ecosystem of connectivity delivers access to valuable data without the big expense. This data could revolutionise how SMBs can interact with their customers, letting them deliver personalised services based on individual purchasing habits and preferences, for example.

**5G has the potential to transform industries across the board.**



## Next steps

As SMBs operate in an increasingly digital landscape, being able to leverage lightning-fast internet connectivity will be essential. By choosing the right 5G provider, SMBs can make the most of this game-changing technology.



To learn more about how  
TPG Telcom's Business First 5G service  
could deliver these benefits  
to your business, contact the team today.