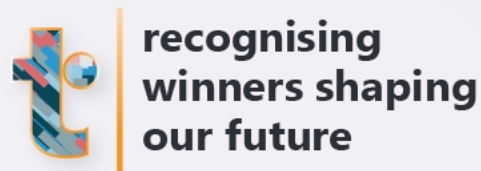


# Best Network Innovation

**Rakuten** Mobile

JUNE 2022



The “twimbit Asia Pacific telecom service provider winners” program has been instituted to recognise outstanding performers in the industry. The winners are decided based on the extensive research done by our analyst team over the last 12 months. We hope these awards will motivate and inspire individuals, teams and leaders to continue their journey in driving growth and innovation for the industry.

## Selection Process

- The winners are decided based on **extensive research of all publicly released material by the companies**. So, if you have reported your progress, we have captured it.
- There are **no nominations** to be evaluated for this program. We believe that having a nomination process restricts the universe of companies being considered for identifying the winners. We have taken the approach to evaluate every company that discloses information and competes in the market.
- **Criteria for selection:** A high degree of emphasis has been placed on quantitative metrics such as revenue growth, subscriber growth, EBITDA margins, etc.
- We defined the **categories** and its specific measurements to showcase how the leaders are transforming and driving the industry forward.
- For each winner, best practice insights are provided as to what makes them special.
- The winners are published on ***[www.twimbit.com/winners](http://www.twimbit.com/winners)***.

Organisations are welcome to use the recognition without any constraint or copyright issues. Additionally, premium deliverables such as winner logos, write-ups, analyst quotes and presentations are available on request.

*We welcome all forms of feedback as we endeavour to make this a credible program that supports the growth of this industry.*

## twimbit Asia Pacific telecom service provider winners 2022

- |    |  |   |
|----|--|---|
| 1  | Best Customer Experience                       |    |
| 2  | Best In-store Experience                       |    |
| 3  | Best Digital Experience                        |    |
| 4  | Best Employee Experience                       |    |
| 5  | Best Network Innovation                        |    |
| 6  | Best telco to ace "Diversity in Leadership"    |  |
| 7  | Best telco to ace "Growth beyond connectivity" |  |
| 8  | Best telco to ace "E-commerce"                 |  |
| 9  | Best telco to ace "Financial Services"         |  |
| 10 | Best telco to ace "Content & Media"            |  |
| 11 | Best telco to ace "5G"                         |  |
| 12 | Best telco to ace "Enterprise Business"        |  |
| 13 | Telco of the Year                              |  |

## Best Network Innovation

The network infrastructure of telecom service providers is witnessing a massive transition from traditional RAN infrastructure to virtualised network infrastructure. This paves the way for a gamut of new possibilities both in service creation, automation and cost transformation.

*twimbit recognises Rakuten Mobile  
for the best network innovation amongst telcos in the Asia Pacific.*

**“ Rakuten was the world’s first  
to run a fully virtualised mobile network ”**

- The Japanese conglomerate focuses on multiple businesses such as commerce, digital infrastructure, and technology. It launched its mobile network to compete against entrenched competitors such as NTT Docomo, KDDI, and Softbank.
- Its greenfield deployment has been a key discussion in the industry.
- The network is fully virtualised from the radio access network (RAN) to the core, with end-to-end automation for both network services and functions.
- Its recent acquisition of Altistar for USD 1 billion and the creation of Rakuten Symphony make them one of the strong contenders in the Open RAN ecosystem.





Insights



Immersions



Challenges

How can we help?

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