



2022

Best telco to ace  
"Enterprise Business"

Asia Pacific

twimbit



# Best telco to ace "Enterprise Business"



中国移动  
China Mobile

JUNE 2022



recognising  
winners shaping  
our future

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***.

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 telco to ace "Enterprise Business"

Enterprise services are emerging as a strong source of revenue growth for telecom operators. 5G further strengthens the business case for telcos to invest and grow their enterprise business.

*twimbit recognises China Mobile  
as the best telco to ace "Enterprise Business"*

**"Demand for enterprise services including  
5G drives the growth for China Mobile."**

The overall revenues increased by 10.4%, and the growth was largely driven by the Business segment, reporting a growth of 21.4% YoY.

- Scale, quality, and service improvement helped enhance the quality of core offerings such as dedicated lines, IoT and enterprise SMS and MMS.
- Launched more than 230 proprietary IaaS, PaaS and SaaS products, alongside more than 2,700 jointly developed SaaS products.
- The corporate customer base increased by 36.1%.
- Mobile cloud revenue increased by 114% YoY.
- IoT smart connections increased by 20.1%, driven by net additions of 175 million customers.
- IDC revenue increased by 33%.





Insights



Immersions



Challenges

How can we help?

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