

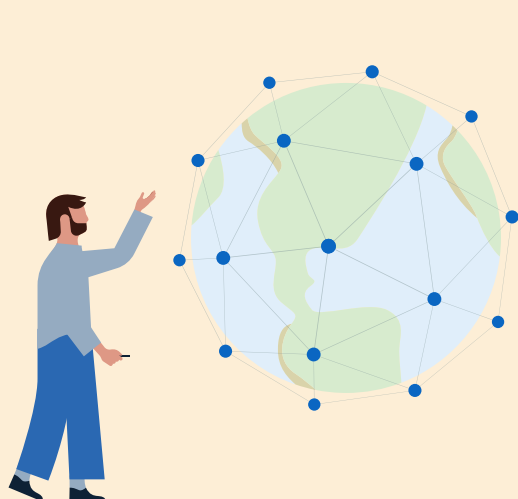
# What IT leaders think about 5G

Fifth generation mobile internet is a workplace game changer. LinkedIn conducted qualitative research with United States IT leaders to understand their thoughts and actions around the future of 5G.



## Today's 24/7/365 on demand world

What IT leaders need to succeed with 5G



**More bandwidth**  
With big data comes big bandwidth needs



**Easier mobility**  
Increased demand for mobility and flexibility in the workforce



**Failsafe connectivity**  
IoT and new technology must work flawlessly at all times

## Industry Use Cases

Different verticals see 5G meeting different needs



### Retail

- Opening new stores**  
Rapidly deploy "IT in a box" to enable new store openings
- Inventory Management**  
Get rid of extra equipment such as scanners
- Customer Experience**  
Seamlessly transition from digital to physical experiences; use best of both



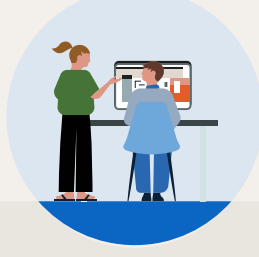
### Healthcare

- Embedded devices**  
Transmit data and integrate with voice assistants
- Virtual doctors**  
Instantly access large files; virtual surgeries and training with no latency
- Mobile medicine**  
Perform more complicated procedures on site, beyond just giving shots



### Transportation

- Goods management**  
Tagged and connected goods which monitor location and condition
- Office space**  
Fully connected but temporary intake stations such as floating docks and warehouses
- Autonomous equipment**  
Operatorless cranes and forklifts for uninterrupted workstreams



### Technology

- Hardware**  
Use devices locally that send signals back to HQ for more intense processing
- IoT**  
Smart devices with sensors that communicate with a central server and with one another
- Application experiences**  
Applications that include all data normally only received on a workstation



### Financial services

- Office space**  
Quickly establish local offices or operations in foreign countries
- User verification**  
Ability to authenticate user and multiple data points, providing greater transaction security
- Metered billing**  
Ability to more easily pay for things as needed and on the go

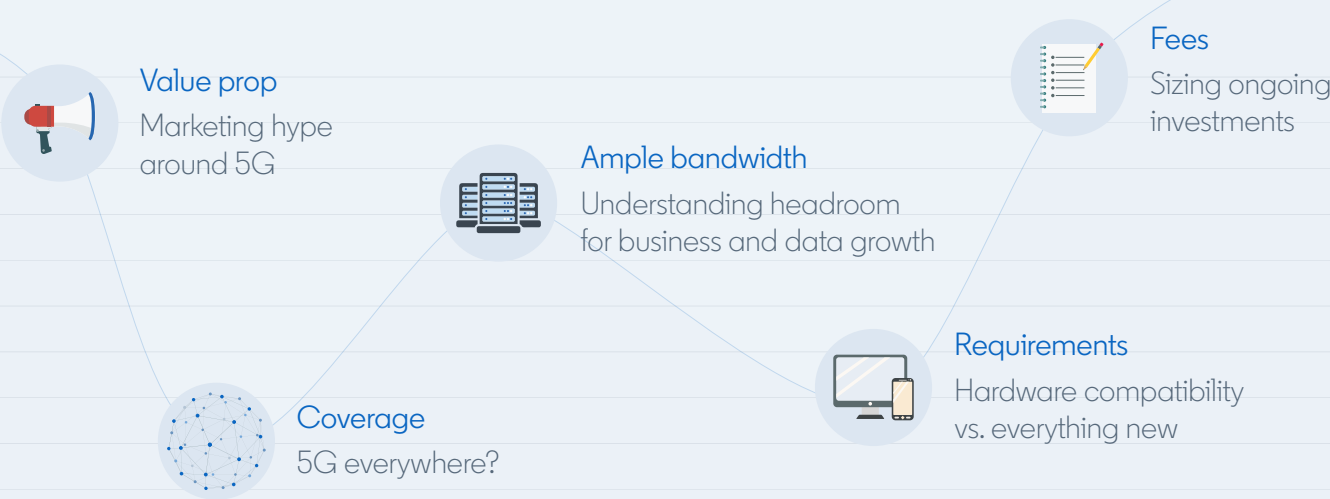


### Local government

- Public transit**  
"Two minutes away" displays will truly mean two minutes away for someone waiting for the bus on train
- Natural disasters**  
Emergency personnel can claim parts of radio spectrum with no apparent downgrade to the rest of the population
- Social services**  
Case workers can do more in the field and spend less time in the office

## Challenges on the way

IT leaders face early process uncertainties with



## This opportunity can be yours!

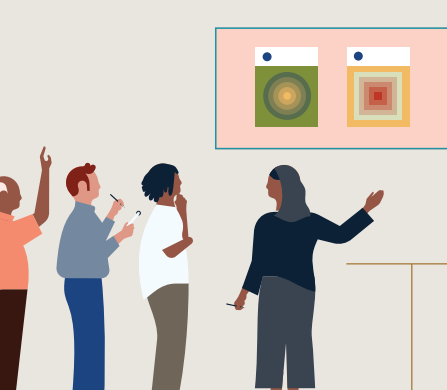
IT leaders are waiting for someone to take action and move forward

### Unclear start and finish line

IT leaders are not holding their breath. They have been through network launches before, with 4G LTE netting out in less dependable ways than hoped.

### Ambiguous rollout time

The rollout of 5G is expected to take up to 2 years before IT leaders anticipate seeing material impact.



## Need a leader that talks fifth generation?

**First mover advantage**  
An expert voice is needed to shed light and inform

**Creditable sources**  
According to IT decision-makers, carriers are a credible source of needed leadership and information

“

It's going to have an impact on everybody under the sun. If you're connected to the internet, if you're connected to anything, 5G is going to impact you.”

IT leader, Technology