



NEWSLETTER

BUSINESS

What if You Went First?

Time to monetize, not theorize.

Issue #07 | July 2025

Dear there,

I would like to start this edition by highlighting the breakthrough that turned heads at DTW: Breaking the Chicken-and-Egg Cycle of Telco Monetization.

Telcos keep asking the same question: "Should we wait for the market to catch up or just go first?" At DTW Copenhagen, we answered that head-on.

Alongside our leading telco champions, **PlektonLabs** took the stage with a bold message: **monetization doesn't have to wait. Our Dynamic Pricing for Quality on Demand (QoD) solution**, launched through the [TM Forum Catalyst Program](#), became one of the most talked-about showcases at the event. It sent a clear message: **real innovation doesn't wait. It leads.**

This wasn't just another proof of concept. It was a turning point - a practical, real-world statement about how telecom can finally break the monetization gridlock. **Our Catalyst didn't wait for the "perfect conditions," it created them.**

The response from other CSPs and industry players confirmed it. Across the event, we heard from partners, competitors, and ecosystem leaders who echoed the same message: ***this is the kind of solution the industry has been waiting for.*** The so-called "chicken and egg" dilemma no longer holds.

You can read some of their feedback below.

We're now preparing to take this solution into a **production lab environment**. The next phase could redefine how telcos modernize their infrastructure, monetize on-demand capabilities, and deliver next-gen customer experiences.

This isn't just a Catalyst project anymore. It's a movement.

And our work doesn't stop with telco. This month, we're launching our new **Healthcare Solutions Hub**, built to show how we help providers, platforms, and innovators deliver more connected, patient-centered care.

The momentum's real, and we're just getting started.

Jane Fisher

Director of Technology and Telecom Practice Lead



From CSPs to competitors, the response was loud and clear: **This is what telco needs next!**

★ **Judges called our POC:**

- "A potential game changer for monetizing infrastructure investments."
- "A well-preserved solution leveraging highly innovative APIs like QoD."
- "A catalyst for flexibility, customization, and new business models."

👉 **TM Forum called it:**

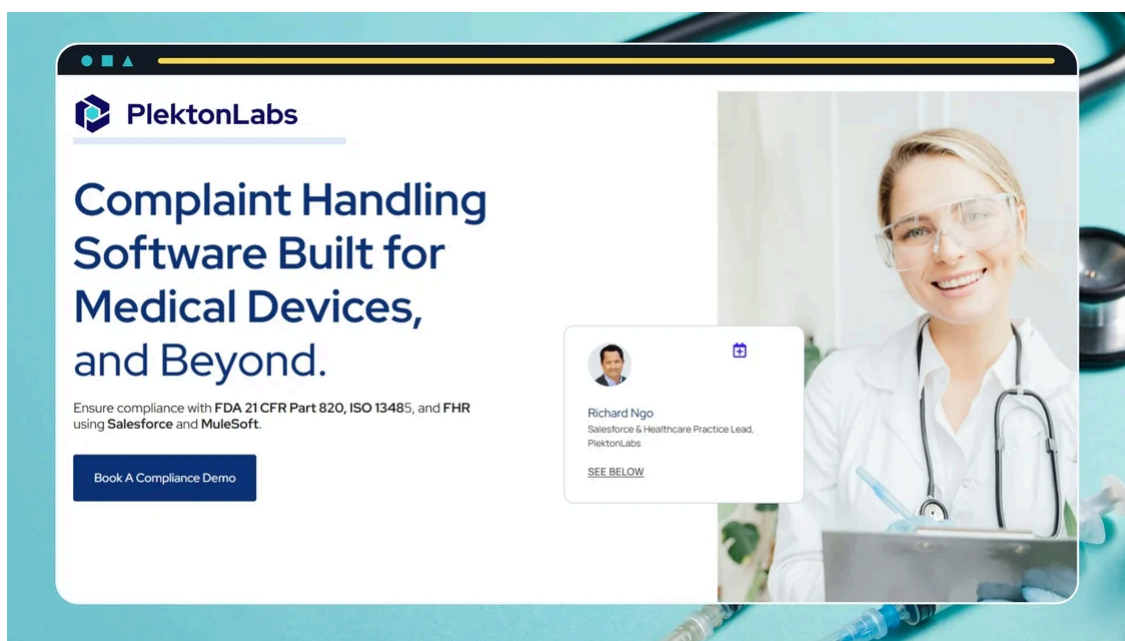
- "A missing puzzle piece", a model that other Catalysts could build on.
- "A standout for its cross-company collaboration and strong champion-partner alignment."

💎 **Industry buzz on the floor:**

- "You're moving the industry forward."
- "Keep the momentum, we want to collaborate."
- "Very creative solution and use case."

LAUNCHPAD

OUR HEALTHCARE HUB IS LIVE



Inside you will find:

- **Interoperability that works:** Break down silos and connect data across systems with Salesforce Health Cloud.
- **Seamless medical device integration.**
- **Complaint handling built for compliance.**
- **Trusted execution partners.** Get a clear path from vision to delivery with experts who've done this before.

Go Now!

CORE SIGNALS

To mark the launch, we sat down with **Richard Bao Ngo, our Salesforce & Healthcare Practice Lead**, to share his take on how digital health is *evolving*.

Q. In your opinion, how can digital health tools, such as Salesforce Health Cloud or APIs, enhance healthcare access equity?

Digital tools like Health Cloud and APIs make healthcare more equitable by turning fragmented data into actionable insights. It's not just about access, it's about empowering providers to deliver connected, personalized care at scale. That's where real change happens.

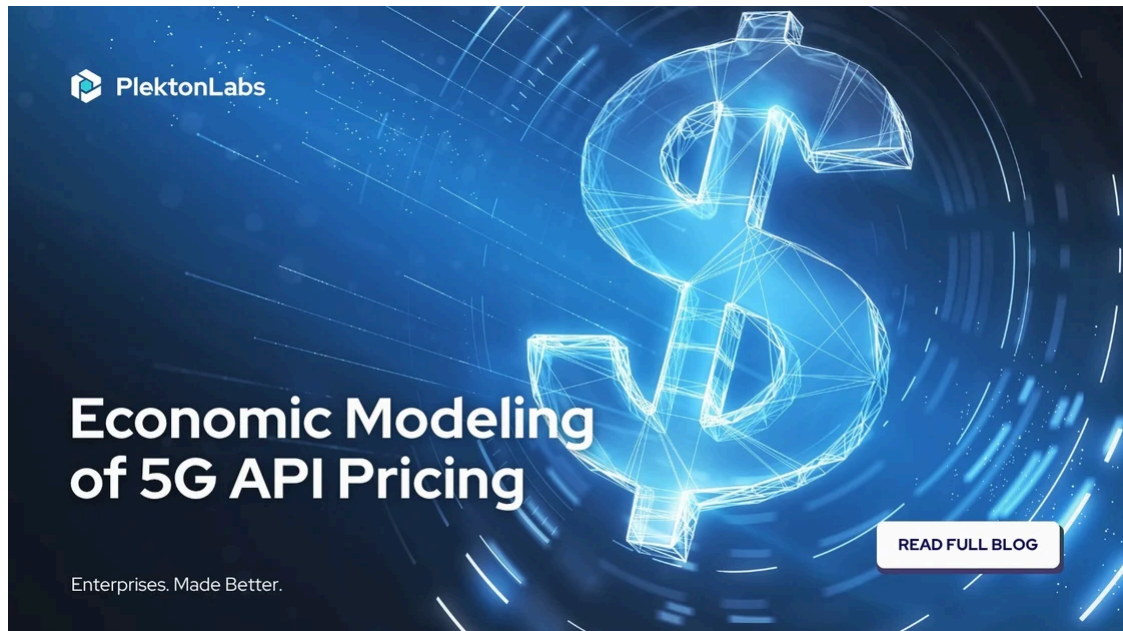
Q. Looking ahead, what kind of impact do you hope to make at PlektonLabs, for the industry, for the team, or for the communities we serve?

I hope that we in time will create our own set of intellectual properties relating to Interoperability and help accelerate interoperability in Healthcare and be a part of the solutions.

Q. You've closed transformative deals with over 25 years of experience in global sales and solution delivery. What's your secret to navigating complex enterprise sales?

Listen more and talk less, I like to focus on solving the right problem and building trust over multiple conversations.

BLOG POSTS | TECH DISPATCH



5G APIs are valuable, but are you pricing them strategically or just charging what feels safe?

See how [economic modeling](#) flips the script.



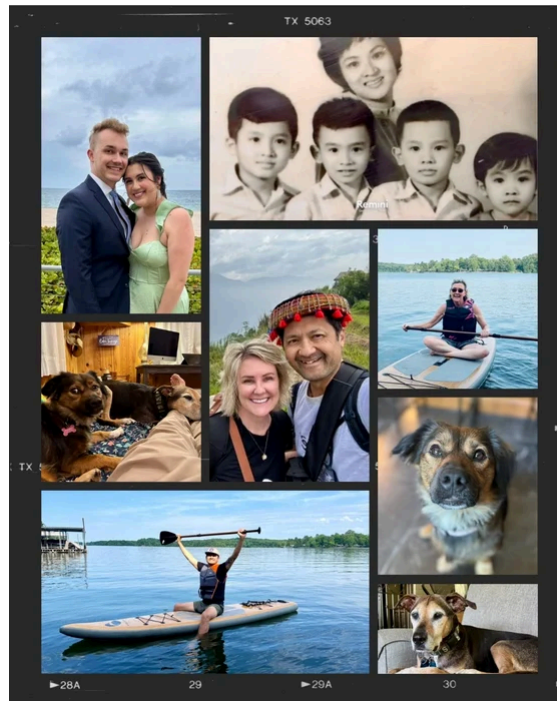
The signals are clear. The demand is real. So why is monetization still stalled?

Explore the mindset shift telecom leaders need now.

While we're shaping the future, it's **our team** that makes it possible.

PLEKTON PULSE | FACES & MILESTONES

Welcome to this month's Plekton Pulse, where you meet the minds behind the momentum. From big wins to behind-the-scenes brilliance and new Plektonites, here's what the team's up to.



Richard Ngo

Salesforce & Healthcare Practice Lead, PlektonLabs

Q. As someone who's coached cross-cultural teams across the globe, what's one leadership lesson that's stuck with you over the years?

Focus less on yourself; be curious about others' lives outside of work. Small gestures like flowers for their family, or attempting phrases in their language (even with bad pronunciation), it goes a long way.

Q. You've dedicated over 15 years to coaching volleyball in underserved communities. What continues to drive you, and what lessons do your athletes impart to you?

There's nothing like the joy of seeing parents and their children smile. Watching young athletes rise beyond expectations never gets old. My team started ranked #128 and went undefeated.

Q. You're also a long-time self-defense instructor, almost 37 years now! That's pretty cool! How do these seemingly different roles: sales leader and community coach connect for you?

Easiest question! *I am always* on the side of helping people directly or indirectly.

Q. You're known for blending strategy with heart in your work. What's your key advice for teams aiming to make a lasting impact in sales or service?

Be curious, learn, help, be curious, learn...(loop). If you like your job, you don't work a day in your life.

Q. Any surprising fun facts about your Florida Gator cheerleading days that your team at PlektonLabs should know?

Too many to share :-)

You can get in touch with Richard by [scheduling a meeting with him](#).



Ready to Move Faster in Digital Health?

Explore our latest resource "**Accelerating Digital Health Transformation**", [download](#) the file, share it with your team!

[Get the PDF](#)

We'll be back next month with more insights, advances, in the industry, news from Plekton, dynamic pricing in Telco and more, but until then...

If your digital roadmap needs a sharper edge, we're here to help you lead with impact.

Contact Us

Support & Contact Information

 **Phone:** +1(877) 855-8775

 **Email:** newsletter@plektonlabs.com

 **Website:** www.plektonlabs.com

If you would like to forward this newsletter, [click here to sign up](#).

***PlektonLabs** is a boutique integration consultancy and digital transformation partner helping telecom, healthcare, and enterprise organizations streamline systems, unify data, and drive smarter outcomes. Platform-agnostic by design, we bring deep expertise across MuleSoft, Salesforce, Boomi, Tibco, and beyond, delivering integration and automation that scales.*



PlektonLabs, Dallas, Texas, | Toronto, Ontario

[Unsubscribe](#) [Manage preferences](#)