

# Rakuten Mobile on

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BANGKOK **asia**

# standing out from the crowd



Five minutes with Sharad Sriwastawa, CTO of Rakuten Mobile

**“We strive for improvements on customer experience so anything that enhances gets priority.”**

**Q. Rakuten has become one of the world’s most progressive network operators, what makes you different?**

The best thing we have is the ability to work collectively on challenges. Everyone has challenges but we pride ourselves on our ability to work on them.

**Q. How do you set priorities on new technologies?**

We strive for improvements on customer experience so anything that enhances gets priority. Of course, price and speed are also critical, but the overall customer experience is the driver.

**Q. What are the biggest challenges for you?**

The biggest challenge as we speak right now is spectrum. 5G is in the plan but we can’t launch in the way we would like to because of spectrum limitations.

**Q. What are you most proud of in your role as CTO?**

Setting direction, managing challenges, motivating a fabulous team, and delivering are key parts of my role.

**Q. What can we expect from Rakuten in the future?**

We are working on many things we can’t disclose right now but it will be all about enhanced coverage and innovative new Symphony products. I will be able to shed more light on these during my session at DTW Asia on Tuesday, 14 March: [Rakuten Mobile’s 5G tech road map](#).

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