



# DIGITAL BACKBONE



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Peter Laco is Chief Commercial Officer Enterprise at Slovak Telekom and also leads the corporate customers segment at T-Mobile Czech Republic. Since June 2021, he has been responsible for enterprise strategy, digital infrastructure solutions, and the development of advanced connectivity and cybersecurity services for business clients. He joined Slovak Telekom in 2020 as Head of Sales for Corporate Customers after nearly two decades in consulting and technology leadership roles at KPMG and IBM, where he focused on digital transformation, enterprise strategy, and large-scale technology projects. Peter Laco graduated from the University of Economics in Bratislava and later earned an MBA from Nottingham Trent University in the United Kingdom. His professional focus lies at the intersection of digital infrastructure, cybersecurity, and enterprise innovation.

**The Slovak B2B market is undergoing significant transformation. How do you perceive it today from the perspective of a leader in corporate connectivity?**

The Slovak B2B market is currently in a phase that I would describe as a transition from partial digitalization to full operational digitalization. Companies are no longer experimenting with pilot projects or isolated innovations on the periphery of their processes. Technologies are moving directly into the core of operations: production lines, logistics, supply chains, customer services, and risk management.

We can clearly observe this shift in the data from the Slovak Telekom network. Data traffic grows by around 30 percent year on year, while 5G usage has increased 2.4 times. This is not the result of marketing campaigns but evidence that companies are moving critical activities online, automating operations, and making decisions in real time.

Digitalization is also transforming how management perceives infrastructure. Digital connectivity has become a critical production resource, just as essential as materials, energy, or workforce. If the network fails or data becomes unavailable, it is no longer merely a technical incident; it becomes a business risk with immediate financial consequences. Investments in connectivity and security

therefore directly affect operational efficiency, reliability, and corporate reputation. Digitalization is no longer a side project but a fundamental requirement for competitiveness.

**What is the current position of Slovak Telekom in this environment?**

Slovak Telekom holds a strong position thanks to three pillars: infrastructure, security, and integrated solutions.



**Digital connectivity has become a critical production resource, as essential as materials, energy, or workforce.**

Today, our 5G network covers 99.1 percent of the population. Our €164.8 million investment in frequency spectrum allowed us to acquire all available bands as the only operator on the Slovak market. This is important because the range and quality of spectrum determine how a network will handle data traffic over the next decade. For industrial companies,

global service centers, or logistics parks, it means reliable latency, sufficient capacity, and availability comparable to the most advanced European markets.

At the same time, we are moving beyond traditional connectivity. Telecommunications operators once focused primarily on providing internet or voice services. Today, companies expect a single partner capable of covering their entire digital infrastructure: network, cloud, security, and operational monitoring.

That is why we are developing a comprehensive portfolio that includes SD-WAN, private 5G networks, cloud services with geo-redundant data storage, immutable backup solutions, IoT systems, and managed security services. For customers, this means they no longer need to coordinate multiple vendors when redesigning architecture, migrating to the cloud, or resolving incidents. Instead, they have a single partner responsible for the entire outcome.

**Digitalization today is closely linked to security. How is the approach of companies evolving?**

Security has become a central pillar of digitalization. Geopolitical tensions, the growing number of attacks on critical infrastructure, and regulations such as NIS2 are changing how companies approach risk management. Security is

As digital transformation accelerates across industries, connectivity and cybersecurity are becoming strategic business priorities rather than technical concerns. In this interview, Peter Laco, Chief Commercial Officer Enterprise at Slovak Telekom, explains how the Slovak B2B market is evolving, why trust and infrastructure matter more than ever, and where enterprise digitalization is heading.

gradually moving from IT departments into boardrooms and becoming a topic of corporate governance. Despite this shift, we still see many companies postponing security investments until they experience their first serious incident. In the long term, this approach is not sustainable.

At Slovak Telekom, we emphasize the concept of trust, which Deutsche Telekom strongly promotes across Europe. Trust does not arise from communication alone; it is built when networks remain stable, data is protected, processes are properly configured, and the partner is ready to assume responsibility. That is the fundamental difference today between a service provider and a strategic infrastructure partner.



**Digitalization is no longer a side project but a fundamental requirement for competitiveness.**

**How are the expectations of corporate customers toward technology partners changing?**

In recent years, we have



seen a shift from the traditional “supplier–customer” model toward strategic partnerships.

Companies no longer want just technology, they want solutions that have a measurable impact on their operations, security, and growth. This means a technology partner must understand the customer’s industry, be able to anticipate risks, and deliver consistent services across connectivity, cloud, security, and data architecture.



## Innovation in the B2B environment must deliver measurable impact.

Flexibility has also become a major theme: companies expect their partner to quickly adapt solutions to their growth, reorganizations, or expansion into new markets. This shift is the reason why, in the B2B segment, providers who can take full responsibility for the outcome, not just for individual components, are gaining ground.

**When we talk about innovation, what does innovation truly mean in the B2B segment today?**

In the B2B environment, innovation must deliver measurable impact. Introducing new technology simply because it is modern is not enough. Innovation must demonstrably reduce costs, shorten processes, improve productivity, or mitigate risk.

One example is geo-redundant data storage, where information is stored in two geographically separate locations, combined with immutable backup that prevents unauthorized data modification. In the context of ransomware attacks, this creates a crucial resilience layer.

IoT solutions are equally important. They enable real-time monitoring of assets in manufacturing and logistics, route optimization, and predictive maintenance planning. The impact is not purely technological; it is directly economic.

Satellite connectivity developed in cooperation with Starlink also plays an important role. It enables virtually complete territorial coverage and provides a valuable backup connection for operations that must remain online 24/7.

### How does artificial intelligence fit into this?

Artificial intelligence is becoming a natural part of everyday operations. The Deutsche Telekom Group has introduced the Magenta AI at Scale strategy, which moves AI from experimentation

toward large-scale production deployment.

In Slovakia, this is particularly relevant because many global companies require their local branches to meet the same technological standards as their headquarters. AI already helps with incident detection, network optimization, customer service automation, and security analytics. In practice, this reduces pressure on human teams and enables companies to respond faster and more accurately.



## Trust does not arise from communication; it is built when networks hold and data remains secure.

At the same time, we emphasize that AI must be built on stable, secure, and architecturally sound infrastructure. Without such foundations, AI may appear attractive but can introduce significant risks. For us, AI is not simply software; it is part of a broader technological ecosystem.

**What do you consider the biggest barrier to**

### digitalization among Slovak companies?

The biggest barrier is not technology but prioritization and a systematic approach. Many companies address digitalization reactively and without a clear long-term plan. Security investments and infrastructure audits are often postponed. As a result, their technological architecture develops in fragments, which becomes increasingly problematic in an environment of stricter regulation and growing cyber threats.

We therefore recommend a structured approach: begin with an audit of critical processes, secure the fundamentals such as connectivity, backup systems, and data protection, and only then build advanced technologies such as AI or IoT. This step-by-step model creates a sustainable foundation for long-term growth.

### Where is the B2B segment heading in the coming years?

In the coming years, we expect further expansion of private 5G networks, enabling even higher levels of automation and process integration.

Cloud services will increasingly emphasize data sovereignty, which is particularly important for multinational companies. Network API solutions will improve secure identity verification and significantly strengthen fraud prevention mechanisms.

Cybersecurity will become a standard part of strategic management, while technological sovereignty in Europe, meaning where data is stored and who controls it, will gain increasing importance.



## Secure transformation is not a one-time IT project but a strategic decision about the company’s future.

### What is your key message to business leaders?

Digitalization without trust is a risk. Digitalization built on stable infrastructure, secure data, and a reliable technology partner is a competitive advantage.

Companies that invest in a strong digital foundation gain flexibility when expanding into new markets, executing acquisitions, or launching innovations. Secure transformation is not a one-time IT project; it is a strategic decision that shapes the long-term future of the entire organization.