



MARKETSANDMARKETS



TELECOM & IT

Research & Analysis Portfolio - 2012

RESEARCH THEMES – 2012

Telecom

Communication Service Providers (CSPs) and Operators

- Beyond Voice: Data Centricity
- Customer Intelligence
- Enterprise Strategies and Success
- Emerging Markets and Opportunities
- Changing Competitor Environment
- Regulation, Interconnects and Spectrum Policy
- Shifting Spending Patterns
- Maximizing Operational Efficiency
- Globalization & Consolidation
- Business Transformation & Strategic Partnerships



Mobile & Wireless Communication

- Smartphones & Mobile Devices
- App Ecosystem
- The rise of the Smart User
- Next-generation Access
- Innovation and Commercialization
- Disruptive Forces and Emerging Technologies
- Changing Vendor Ecosystem
- Royalty and Patents
- Vertical Markets and Segments
- Growth and Monetization



Information Technology (IT)

Enterprise and Consumer IT

- Information Superhighway
- Power of Analytics
- Cloud & Beyond
- The Green Way
- Internet of Things
- Consumerization of IT
- Collaboration and Intelligence
- Security and Protection
- Customer Experience
- Connected World and Vision 2020



SUPER FOCUS AREAS ACROSS THE SECTOR

In 2012, we will study in detail the progress in transformations across the Telecom and IT sector, while analyzing the latest technology trends and market developments in both emerging and mature markets.

The top focus areas for 2012 are

○ *Customer Intelligence, Engagement and Intimacy*

Customer engagement and intimacy is here to stay. So is the need for every company to capture, assimilate, manage, investigate, and be aware about its customers. Customer Intelligence will extend beyond traditional sources, making real-time data integration and the demand for insight highly complex. To discover how to serve customers, enterprises today need a shared "view" of customers across the organization. This presents a massive opportunity for enterprises to understand this drift and deliver the value back to the customer.

○ *Big Fat Social Data*

Social data explosion is the number one concern of CMOs worldwide. Social conversations and networking are giving marketers a continuous stream of inbound data, but marketers need sophisticated investigative and analytical capabilities to classify, examine and generate patterns from all the digital redundancy. In 2012, the explosion of social data onto marketing will progress from trial campaigns to social strategies that are fully integrated into the overall marketing plan. Listening platforms will evolve from focusing on brand monitoring to processing social data when it connects to other forms of customer data. Be it 'cohorts' for branding teams, 'personas' for planning teams or 'clusters' for analytics teams, marketing management will look toward effectively using this new data lever in the age of social business.

○ *Telco Transformation*

Incumbent Telcos are undergoing a sea wave of change internally and from outside forces. Regulatory change, changing trends in consumer demand, digital content and newer technologies have forced them to undergo dramatic changes internally to cope up with external competitive and operating environments. This transformation not only requires large investments and next-gen services deployment, but also a primary shift in the Telco approach and business. Decision makers need to continuously chart this course to understand and design efficient means to identify opportunities and changes that will affect the industry in 2012 and after.

○ *Smart Market and Product Discovery*

Discovering a market is all about identifying opportunities in unrecognized and unexploited gaps that are worth pursuing. In most cases, these markets are not apparent or conventional. Discovering a product, unlike markets, is quite different and significantly depends on its value and usability. It is a popular belief that winning big entails exploring newer markets. If that was true we won't have Apple. It doesn't quite help if companies come up with great opportunities and fail in product discovery. 2012 will see companies investing in discovering smart markets and smarter products to stay ahead of the curve. Strategy managers and product managers will step up and collaborate with user experience, architects and engineering teams for this exercise.

Convergence in the IT landscape

Enterprise mobility solutions offer newer access channels to data and applications, while enabling the user with a variety of mobile device options. Social computing now enables collaboration and forming communities at a superior level. Cloud adoption enables enterprises to deliver value-driven IT capabilities that are getting seamlessly integrated into the IT value chain. The combination of these forces will be used to increase organizational efficiency, productivity and tighter business management and will reshape IT-decision making. Organizations will decide on how they will manage this force consolidation and this transformation in 2012.

A World of Apps

2012 will see a rapid growth in the availability of enterprise apps. Consumerization of IT and workforce' ability to complete certain tasks on their Smartphones and Tablets, instead of desktops and laptops is making organizations to discover and explore this trend. Large enterprise will house internal app stores for employees to run them on their mobile devices. With a surging number of iOS apps (>500k) and Android apps (>250K), app stores are struggling to establish discoverability and utility for these apps. The app world will strive to develop solutions to fill this void.

Green Revolution

Big winners in Green IT in 2012 and after will be the ones which realize that the revolution is here and the effort has to be now. Designing a Green IT strategy may be the most significant activity for every company this year. Enterprises will need to deploy Green IT across the organization and not just within its IT, thereby transforming current processes. Companies will need to understand that the ROI of implementation will depend not just on an overall Green IT plan, but also in terms of reduced costs, new businesses and customer impact.

Accelerated 'Middle-Class' Mobility

Affordable technology and products is becoming the need of the hour. There are pockets of customer segments that were left out when the first batch of premium mobile devices launched. In the last couple of years, several new companies have emerged to develop affordable products with similar mobility features. This trend is expected to continue at an accelerated pace to cater to the rising demand from this 'Middle-Class' mobility segment.

Globalization and Localization

Rapidly emerging markets in developing countries are lucrative for Telecom and IT companies from the customer, subscriber and long-term investment standpoint. Trends in the industry indicate that even smaller companies strive to cater to these newer demographics in order to establish first-mover advantage and a larger customer base. It is very important for companies to understand R&D and innovation, intended to address and arrest international socioeconomic boundaries, need to possess both the global and local value for it to be accepted and adopted. Geographic expansion has become a key ingredient in developing corporate strategy and is very evident in the last few years for ICT companies. This year will be no different for companies will be scrambling to develop global models with localized content and flavor.

Super Competition

Every company in the Telecom and IT market faces intense competition from its peers for its market shares and customer bases. This is especially severe in the operators' space. Falling revenues and changing customer bases have a direct relation to investments and R&D. In such a tight economy, it is very important that companies stay ahead on the technology and market curve to fight competition. Every company in the Telecom and IT industry is looking for untapped gaps and unexploited markets, with newer products with improved feature sets. Enterprises and product teams have to not just look at market requirements but continuously track competitors to have a better awareness of the market. Enterprises should perform regular assessment of partner and vendor strengths relative to its competitive peer groups, while regularly tracking new product introductions, service offerings, market and geographical expansion and regional trends of competitors in its market segments.

MARKETING DELIVERABLES

Our core research is targeted towards empowering strategy, planning and marketing teams with the ability to understand, dissect and comprehend the entire ecosystem that governs a product, market or a technology area.

Clients	Requirements	Offerings
Corporate/Strategy Planning	<ul style="list-style-type: none"> • M&A Targeting • Business Planning • Market Opportunities • Go-to-Market Strategy 	<ul style="list-style-type: none"> • Market Reports • Market Share Data • Vendor Ecosystem • Regional Analysis • Big-Ten Startups
Product Management/Group Management	<ul style="list-style-type: none"> • Market Intelligence • ROI Justification • Competitive Intelligence • Market Entry & Timing 	<ul style="list-style-type: none"> • Market Reports • White Papers • Launch Tracker • Competitive Tracker • Market Share Data
Product Planning/Marketing Manager	<ul style="list-style-type: none"> • Market Requirements • Product Features • Product Messaging • Pricing Models 	<ul style="list-style-type: none"> • Market Reports • Product Profiles • Company profiles • Competitive Portfolio • Market Share Data
Brand/Marketing Manager	<ul style="list-style-type: none"> • Business Drivers/Need • Pain Points • Adoption Rates • Market Dynamics 	<ul style="list-style-type: none"> • Market Reports • Case Studies • White Papers • Competitive Tracker • Analyst Quotes

Market and technology forecasts are key essentials in our client's business case analysis and strategic planning. Many of the largest ICT companies, operators, service providers, Infrastructure firms and financial and consulting institutions rely on our forecasts to make strategic business decisions and recommendations. For this cause, we take market research and forecasting to extremely granular levels and undertake every effort to maximize the precision, reliability and value of each of the 60+ Telecom & IT reports we build each year.

RESEARCH PORTFOLIO – DELIVERABLE TYPES

In 2012, we will study in detail the progress in transformations across the Telecom and IT sector, while analyzing the latest technology trends and market developments in both emerging and mature markets.

2012 Research Portfolio - Deliverable Types	
Analyst Quotes	Concise trend and market-driven macro and micro-analysis from our analyst team
Big-Ten Startups	Strategic Analysis of the top 10 Startups in key market segments in Telecom and IT for competitive understanding, technology developments and M&A identification
Competitive Portfolio	A deep-dive analysis of the competitor environment in key telecom and IT market segments; Assessments of partner/vendor/operator strengths relative to their competitive peer groups.
Competitive Tracker	Regularly updated tracking of new product introductions, service offerings, market and geographical expansion and regional trends of competitors in key telecom and IT market segments.
Case Studies	Analyses of the market events, industry trends and company activities and its progress in improving revenues, maximizing operational efficiency and profits.
Launch Tracker	Regularly updated tracking of new technology/product launches; industry and market monitoring for tracking emerging technologies and new markets; Technology licensing; Investments, R&D and commercialization.
Market Reports	Strategic Analyses and forecasts of technology and market Trends in emerging and mature markets; These reports include geographical analysis; market ecosystems; company and Vendor profiles; Patent Analyses; competitive landscapes; Strategy analyses; Pricing approaches; and a range of vertical applications and opportunities in the market.
Market Share Data	Brief overview of market share data across geographies and product segments with leadership benchmarking in key market segments in Telecom and IT.
Product Profiles	Comprehensive overview of product portfolios, with analysis on essential and competitive features; Market requirements and adoption trends.
Regional Analysis	Assessment of regional trends and geopolitics in the Telecom and IT trends; Overview of regional development concerns and insights into developing markets across geographies
Vendor Ecosystem	In-depth analysis of the vendor ecosystem - products, services, technology and marketing strategies; Latest contracts for product categories in key Telecom and IT market segments.
White Papers	Authoritative report guide that empowers decision makers with a marketing and sales tool on the latest trend in the industry with validated insights and research; Provides strategy for action in a specific area

Research and Analysis – Telecom and IT

PLANNED RESEARCH – 2012

60+ Market Reports, Analysis & Forecasts

- Wireless Platforms Market – Global Forecasts and Analysis (2011 – 2016)
- Smart Cities - Projects, Advanced Technologies, Adoptions and Transformations - Worldwide Market Report (2011 – 2016)
- Telco Transformation: Changing Markets, Next-Gen technologies, Emerging Competition, Commoditization, Subscriber Churn, IT Infrastructure, Content Delivery, Convergence and Operational Efficiency - Worldwide Market Analysis (2011 – 2016)
- Enterprise Social Software - Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Internet of Things Market - Global Forecasts, Trends and Geographical Analysis (2011 – 2016)
- Cyber-Security Market Outlook - Global Forecast, Trends Analysis, Geographical Analysis & Competitive Landscape (2011 – 2016)
- Customer Experience Management - Advanced Technologies & Worldwide Market Forecasts (2011 – 2016)
- Service Providers in Emerging Markets - Market Potential, Geographical Analysis, Opportunity Size, Competitive Landscape and Market Forecasts (2011 – 2016)
- Managed Services - Delivery Models, Trends and Market Forecasts - Worldwide (2011 – 2016)
- Post-PC Era: Expectations, Future trends, Geographical Analysis and Worldwide Market Forecasts (2011 – 2016)
- Storage and Server Virtualization - Worldwide Market Forecasts (2011 – 2016)
- Social Business Intelligence (BI) and Market Impact: Worldwide Trends and Analysis (2011 – 2016)
- Smart Railways - Management, Modeling and the Future: Worldwide Trends and Market analysis (2011 – 2016)
- Smart Education - Interactive Digital Models, Adoption Trends and Worldwide Market Forces (2011 – 2016)
- Mobile Cloud and The Connected Home: Investments, Geographical Analysis and Worldwide Market Forecasts (2011 – 2016)
- Enterprise Content Management (ECM) Collaboration, Enterprise Application Management (EAM) and Consumerization of IT Market (Co-IT) - Worldwide Market Forecast (2011 – 2016)
- Location based Marketing (LBM) - Global Impact, Trends and Market Forecasts (2011 – 2016)
- Business Analytics and Information Management - Worldwide Market Forecasts (2011 – 2016)
- Intelligent Transport Systems (ITS) and the Connected Car: - Trends, Adoption and Market Forecasts - Worldwide (2011 – 2016)
- Municipal Wireless Broadband Market - Trends, Adoption and Forecasts - Worldwide (2011 – 2016)
- Radios - Citizens Band, Tactical, Public Safety: Advanced Technologies, Worldwide Trends and Market Forecasts (2011 – 2016)
- Green IT and Sustainability Market: Global Forecast & Analysis (2011 – 2016)
- Smart Airports - Passenger Experience, Transformation Projects, Advanced Technologies, Markets and Forecasts - Worldwide (2011 – 2016)
- Enterprise Security – Advanced Technologies, Worldwide Market Forecasts and Analysis (2011 – 2016)
- Dynamic ICT for a Changing Retail Industry - Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Mobile Remittance, Mobile Money and Mobile Commerce (mCommerce): Overview, Ecosystem, Value Chain, Adoption Trends and Market Forecasts - Worldwide (2011 – 2016)
- Machine-to-Machine (M2M) Communications - Global Market Forecasts & Analysis (2011 – 2016)
- Software-Defined Networking (SDN) - Global Market Forecasts & Analysis (2011 – 2016)
- Free Space Optics (FSO) - Worldwide Market Forecasts and Analysis (2011 – 2016)

PLANNED RESEARCH – 2012

60+ Market Reports, Analysis & Forecasts

- Hosted Contact Center Market - Trends, Adoption and Forecasts - Worldwide (2011 – 2016)
- Data Center Infrastructure - Global Market Forecasts, Trends and Geographical Analysis (2011 – 2016)
- Cloud Security - Global Market Forecasts & Analysis (2011 – 2016)
- Next Generation Access Networks, Deployments and Worldwide Market Forecasts (2011 – 2016)
- The Rise of the Smart Consumer - Transformations, Advanced Technologies and Markets (2011 – 2016)
- Mobile Health (mHealth): Advanced Technologies, Worldwide Trends and Market Forecasts (2011 – 2016)
- Content Delivery Networks - Worldwide Market Forecasts (2011 – 2016)
- Group Messaging Market: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Homeland security and Emergency Management - Advanced Technologies, Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Speech Analytics: Technology Trends, Worldwide Market Forecasts and Analysis (2011 – 2016)
- Data Loss Prevention (DLP) - Advanced Technologies, Markets and Forecasts - Worldwide (2011 – 2016)
- Unmanned Aerial Vehicles (UAV) - Global Forecasts, Trends and Geographical Analysis (2011 – 2016)
- Military Communications market - Global Forecast, Trends and Geographical Analysis (2011 – 2016)
- Secure Communications - Trends, Adoption and Market Forecasts - Worldwide (2011 – 2016)
- Military simulation and virtual training - Global Trends and Market Forecasts (2011 – 2016)
- Optical Networking - Fttx, GPON and GEAPON - Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Media & Entertainment: The Future of Mobile Music: Worldwide Trends and Market (2011 – 2016)
- Triple Play: Technology Trends, Global Adoption, Market Impact and Analysis (2011 – 2016)
- Application Lifecycle Management (ALM) - Worldwide Trends and Market Forecasts (2011 – 2016)
- Digital Content Retail Market - Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- NGOSS Transformation - Assurance, Fulfillment: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- RTBSS - Revenue Intelligence, Investigation, Policy and Charging: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Service Delivery Platforms: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Subscriber Data Management: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- High Performance Computing (HPC): Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Network Management and Automation: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Data Quality Management Market: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Application Lifecycle Management: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Business process management: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Managed Print Services: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Mobile VAS - Overview, Ecosystem, Value Chain, Adoption Trends and Market Forecasts - Worldwide (2011 – 2016)
- WAN Optimization: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Context-Aware Computing: Worldwide Trends, Adoption and Market Forecasts (2011 – 2016)
- Intelligent Networks and Cloud: Advanced Technologies, Worldwide Trends and Market Forecasts (2011 – 2016)

MARKET FORECASTING

Most Granular Market Data in A Customized Format

We provide the most granular market data in our report through a five level value chain analysis covering more than 80 market tables, analysis of 50 micro markets, 200 patents and 50 company profiles.

Exclusivity

Most of our reports are exclusive for the fact that we command a monopoly in the market w.r.t. the titles we publish as we are the only research firm that possesses the domain expertise to publish some of these reports.

Our Methodology

- We follow a structured process to gather the information. Majority of the data is collected through Primary sources and the rest through secondary paid sources. We fill the gaps by accessing Annual reports, press releases and forums.
- We have domain specific teams that keep track of the respective verticals & domains on an ongoing basis, thus following a structured approach and not on an ad hoc basis.
- We have an in-house team who collaborate with our analysts spread globally to get a local perspective of the respective geographies.
- The data provides multiple level of cross verification - volume value analysis, top down approach using market shares, bottom approach analyzing demand side, and a holistic approach. The market data has been approved by the top players, industry experts along with their respective market shares.
- Our market estimates and forecasts are highly accurate as we primarily follow a bottom up approach. We divide the market into more than 50 micro markets and multiple geographies, estimates and forecasts for each of them and provide an integrated market estimate for the key industry. We integrate all our 150+ market data tables from micro to macro markets across multiple geographies. The final macro markets which are generally big billions are summation of micro markets which are comparatively smaller in size – sometimes as small as thousand dollars and few millions. Similarly, our forecasts for the extremely micro markets add up to project the forecast for the macro markets.



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