

Network Market Adoption Monitors & Forecasts



Overview

The global connectivity revolution will disrupt long-held definitions of customers, products, systems, networks and value across all industries. Keeping pace is difficult. Staying ahead is nearly impossible. Yankee Group charts the global connectivity revolution and predicts what is to come. Using our Market Adoption Monitors & Forecasts, you will have the ability to see what we see—connectivity change—from what the market is doing now to what it will be doing in 5 years. It’s like a crystal ball for your business.

To know where to invest capital, which market segments are ripe for entry, a product’s lifecycle, and potential market opportunities and threats, Yankee Group Market Adoption Monitors & Forecasts deliver the data required to make industry-leading business decisions.

Market Adoption Monitors & Forecasts

Yankee Group Market Adoption Monitors & Forecasts are part of our Link Data family. Yankee Group Link™ Data provides the quantitative and analytical charting of:

- What has happened (monitors)
- What is happening (surveys)
- What will happen (forecasts)

Data from our Market Adoption Monitors & Forecasts portray the state of the market players and the future direction of the market. Yankee Group cuts our data into two primary products: ConnectedView and Network.

- **Yankee Group ConnectedView™ Market Adoption Monitors & Forecasts** is comprised of data specific to end-user demand behavior stemming from the impact of global connectivity. It is called ConnectedView because the product encompasses consumer, enterprise and mobile viewpoints.
- **Yankee Group Network Market Adoption Monitors & Forecasts** examine the essence of connectivity change specific to the equipment and services landscape that makes up the global connectivity revolution.

	ConnectedView Monitor/Forecasts	Network Monitor/Forecasts
North America	ConnectedView • Consumer • Enterprise • Mobile	Network
EMEA		
Latin America		
Asia-Pacific		
Global (All of the above plus global forecasts)		

Network Market Adoption Monitors & Forecasts

Yankee Group understands that finding the exact data you need at the moment you need it is often an arduous task. The Network Market Adoption Monitors & Forecasts product provides comprehensive information specific to the infrastructure and telecom software markets. This allows you to find what you need more quickly. Let's face it. Data can be complex, but finding it doesn't have to be.

The Yankee Group Network Market Adoption Monitors & Forecasts provide data about connectivity markets across the world they are quantitative view of demand for the products and services on the edge of the network enabling consumers, employees and enterprises to connect from Anywhere. Data available in the Network Market Adoption Monitors & Forecasts includes the following topic areas:

- **Forecasts**
 - Access Layer Subscriptions
 - Customer-PremiseS Equipment (CPE)
 - Billing and OSS Equipment
 - Core Equipment and Delivery Equipment
 - Mobile Devices
- **Monitors**
 - Wireless Equipment Vendors
 - Wireless Handset Vendors
- **Tools**
 - Contracts Database

The Monitors, Forecasts and Tools that comprise the Network Adoption Monitors & Forecasts product empower users to get either a holistic market view to gain insight into trends or drilldown for granularity into specific technologies to understand their lifecycles and adoption rates. The following is a detailed look into what type of data is available within each of our covered topic areas.

Access Layer Subscriptions

Attention is shifting from core networks to the edge. Network forecasts include detailed information about subscriptions, ports sold and revenue, with a focus on technology breakouts.

Technologies within the forecasts include:

- DSL (ADSL/ADSL2+, VDSL/VDSL2+)
- FTTP OLT and ONT (APON/BPON, GPON, GE/PON, Point-to-Point Ethernet)
- CMTS downstream and upstream
- Fixed/Nomadic WiMAX
- Mobile (GSM/GPRS/EDGE, TDMA, CDMA, WCDMA, WiMAX)

CPE

The CPE market is getting more sophisticated. The Network forecast includes CPE revenue associated with selling CPE into carriers and other distributors. CPE within the forecasts includes:

- DSL modems and routers (ADSL/ADSL2+, VDSL/VDSL2+, other)
- Set-top boxes including DVR

Billing and OSS Equipment

Telecom software is critical to maintaining profitable service by ensuring revenue and minimizing provisioning and back-office costs. Our detailed forecasts break out commercial off-the-shelf software (COTS) and COTS services and SI for wireline, wireless and cable customers by region.

Software segments within the forecasts include:

- Billing and customer care
- Mediation
- Service resource management (SRM) and inventory management (IM)
- Service activation
- Configuration management
- Performance and fault management
- Interconnection gateway and e-bonding
- Order management
- Customer relationship management (CRM)
- Analytics and reporting applications (ARA)
- Revenue assurance

Core Equipment and Delivery Equipment

Next-generation network core routers and video multiplexers are covered within this forecast.

Mobile Devices

The mobile phone is the most ubiquitous communications device globally; it now sells a billion units annually. Our forecast of handsets sold details unit shipments by every combination of technology, enabling technology and phone feature. In addition, we include historical and forecast average selling price (ASP) for phone handsets by grade. The forecasts for mobile devices include:

- Unit shipments of every phone combination of bearer technology, enabling technology and phone feature
- ASP and revenue forecasts by phone grade

Wireless Handset Vendors

Maintaining an accurate picture of regional sales of equipment by leading manufacturers allows you to accurately portray the market. Our normalized and comparable vendor monitor enables performance monitoring for the following companies:

- Ericsson
- Nokia
- Motorola
- Nortel
- Alcatel-Lucent

Wireless Equipment Vendors

Handset manufacturers are immensely powerful, but keeping track of them requires collation and normalization of data to make sense of the data. Our Wireless Handset Monitor details the performance and average selling price of the following vendors:

- Nokia
- Motorola
- Samsung
- Sony Ericsson
- LGE

Contracts Database

Since 2002, Yankee Group has maintained a database of contracts between hardware vendors and carriers and large enterprises. This database includes information on who sold, who bought, when, contract terms, what was bought and the reason for the purchase. The Contracts Database features include:

- Online availability to subscribers of the Network Market Adoption Monitors & Forecast product, and is maintained on a weekly basis
- Searchable by many fields, including by customer, this tool is most commonly used to identify purchases by a particular carrier and used by the sales organization to determine incumbent equipment in a carrier's network

Yankee Group Methodology

We extend our rigorous methodology to our data products. With more than 1.5 million data points in our forecasts and monitors, we understand the value hard data has on business today. Our data products are:

- Strategically relevant
- Accurate
- Timely
- Easy to use
- Auditable

Whether it is Yankee Group Link Data or Link Research, our methodology ensures you receive the highest quality analysis at all times.

Deliverables

- Delivered in MS Excel for easy data re-use
- Updated quarterly updates provide the latest information and expert analysis
- Interactive Extraction Tool allows custom exports of data to Excel and PowerPoint
- Instant Comparisons Tool allows single-click comparisons of data between companies and regions
- Analyst availability for inquiry
- Automatic quarterly update notification
- Currency conversions. All forecasts and monitors are conducted in local currency, and exchange rates can be dynamically converted into any of 52 currencies. The rate can be set to match corporate policy and will dynamically update
- Navigation aids for entire regions
- Consistent definitions globally ensure accurate strategic decisions

Yankee Group Data Methodology	
<i>Historic Data</i> Creation Techniques	<i>Forecasting</i> Techniques
<p>Reporting secondary data points isn't enough for our clients. We deliver four Cs in data—consistency, comprehensiveness, clarity and comparability—in a timely manner. Resolving data incongruities relies on a number of sources and techniques:</p> <ul style="list-style-type: none"> • Rigid application of definitions • Published financial and operational information • Reports available exclusively to the analyst community • Contacts within the industry • Survey information • Yankee Group expertise 	<p>Future market activity depends on many factors. Detailed methods depend on the market we're forecasting. We leverage a number of tools and techniques, including:</p> <ul style="list-style-type: none"> • Yankee Group Market Maturity CurvesSM and historic demand trends • YG proprietary results • Demand-side shocks • Industry information • New products and players • Supply-side factors • Regulatory changes • Yankee Group expertise

More Information

For more information on Yankee Group's Link Data products and Market Adoption Monitors & Forecasts, contact us at linkmembership@yankeegroup.com or visit us at www.yankeegroup.com.