

Yankee Group Planned Upcoming Research, Q3 2010 through Q2 2011



Expected Publish Date	Title	Description	Lead Author	Research Category	Report Type
Q3 2010	<i>Designing Mobile Device Retail Launch Efforts for Success</i>	Top-tier mobile devices have become a key point of strategic differentiation for both operators and OEMs. This report identifies the key components of a successful launch campaign for iconic devices and the complex services provisioned with them.	Andy Castonguay	Access Devices	Anchor
Q3 2010	<i>The Mobile Development Platform Scorecard: The Androids Strike Back</i>	A flood of new Google Android and Windows Mobile 7 phones are just arriving on the market. Have they changed the landscape of which mobile platforms software developers will target? This mobile platform scorecard identifies which platforms are the best opportunities for developers, using Yankee Group's objective Scorecard Methodology.	Andy Castonguay	Access Devices, Mobile Applications	Scorecard
Q3 2010	<i>Broadband World Forum</i>	This report includes news and trends from the 2010 Broadband World Forum.	Benoît Felten	Broadband	Focus
Q3 2010	<i>Build an FTTH Cash Machine Like HKBN!</i>	This report details how HKBN built its FTTH model and why it's a cash machine.	Benoît Felten	Broadband	Focus
Q3 2010	<i>Conceptualizing Open Access in an Anywhere World</i>	Open-access networks can happen at different layers of the network and with varying degrees of openness. This report looks at how different models have very different impacts on the marketplace.	Benoît Felten	Broadband	Anchor
Q3 2010	<i>Fiber to the World 2010</i>	This report is an actualized version of the worldwide tour of FTTH deployments published in 2008, examining country-by-country status, trends and issues.	Benoît Felten	Broadband	Anchor
Q3 2010	<i>FTTH Council North America Conference</i>	This report includes highlights from the FTTH Council North America Conference.	Benoît Felten	Broadband	Focus
Q3 2010	<i>Is VDSL Living Up to Its Promise?</i>	VDSL was seen as the core half-step toward true NGA, but it doesn't seem to be getting much customer traction. This report points to cable competition and legacy issues as the reasons why.	Benoît Felten	Broadband	Focus
Q3 2010	<i>Powering Business Services with NGA: What Works and What Doesn't</i>	This report discusses how as different countries and players make different choices for NGA deployment, the availability of business services might start diverging wildly.	Benoît Felten	Broadband	Focus
Q3 2010	<i>Understanding the FTTH Ecosystem</i>	FTTH deployments and adoption worldwide is slowed because alignment between stakeholders isn't achieved. This report examines the wider ecosystem and drivers to help service providers accelerate their rollouts.	Benoît Felten	Broadband	Anchor

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Q3 2010	<i>Building the SDP Business Case</i>	This report investigates the SDP business case, including one customer case study of an Asia-Pacific operator's exposure strategy.	Brian Partridge	Service Delivery Architecture	Focus
Q3 2010	<i>Preparing an SDP for M2M Opportunity</i>	Non-cell-phone connected devices will represent a strong majority of connections in five years. This report explores the implications of the explosion of M2M on service delivery platform investments.	Brian Partridge	Service Delivery Architecture	Focus
Q3 2010	<i>Service Delivery Platform Forecast Update</i>	This report is a refresh of our SDP forecast.	Brian Partridge	Service Delivery Architecture	Focus
Q3 2010	<i>The New CDN: The Emergence of CDNs Within NSP Networks from the Rise of Online Video</i>	This report explores how network equipment providers are extending the functionality of their products across the value chain in order to make networks more video aware and efficient and support the initiatives of their customers.	Brian Partridge	Service Delivery Architecture	Anchor
Q3 2010	<i>Evolving Service Provider Business Models</i>	This follow-up to May's webinar explores different service provider business models emerging globally.	Camille Mandler	Service Delivery Architecture	Anchor
Q3 2010	<i>Network Advantage: One Year On</i>	One year after the landmark Sprint-Ericsson Network Advantage deal, how has the outsourcing structure contributed to changing Sprint's fortunes, and how has it helped Ericsson? This report focuses particularly on SLAs and governance--both key issues for telcos looking to replicate such strategically important deals.	Camille Mandler	Service Delivery Architecture	Focus
Q3 2010	<i>The Virtual Telco Takes Shape: Innovation in Managed Services and Outsourcing</i>	This follow-up to "Redefining the Core: Outsourcing and the Virtual Telco" and update to the telecom managed services and outsourcing forecast includes regional activity breakdowns and supplier activity reviews. It also discusses the growing role of wholesale telcos selling managed services to other telcos, as well as equipment vendors and integrators.	Camille Mandler	Service Delivery Architecture	Anchor
Q3 2010	<i>Trusted Intermediaries for the Cloud: A New Role for Telcos</i>	A new class of trusted cloud intermediaries is emerging to provide intercloud management: More than brokers, they aim to manage performance, service levels, compliance and security. Drawing on approximately 20 interviews, this report details who is jostling for this role--and what it means for the telecom operator's business model--in retail and wholesale contexts.	Camille Mandler	Cloud Computing	Anchor

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Q3 2010	<i>Best of the Anywhere Web 2010</i>	This report evaluates Anywhere Web sites in three industries on the mobile Web. The industries we evaluate will be decided closer to the time of the report. Current candidates include health care (new), mobile handset vendors (new), cable companies (new), financial services (repeat), travel (repeat) and shopping (repeat).	Carl Howe	Mobile Internet Services	Anchor
Q3 2010	<i>Developing Mobile Infotainment</i>	Smartphones like the iPhone have been on the market for three years, and now there are a plethora of ways to buy content for them. So which content creation tools and platforms are now dominant--and which ones are falling by the wayside? This report looks at how infotainment is developed and updates our MAMF infotainment forecasts.	Carl Howe	Digital Media and Advertising	Anchor
Q3 2010	<i>The Emerging Anywhere Brand</i>	In a marketplace fueled by ubiquitous broadband, companies in media, communications, consumer electronics and financial services industries find themselves competing for mindshare with more traditional consumer brands. In this new world, anything goes and any brand can win. This report defines the criteria for success for Anywhere brands and grades companies including Google, Nokia, Microsoft and AT&T on those criteria.	Carl Howe	Digital Media and Advertising	Focus
Q3 2010	<i>European Enterprise Mobile Device Purchasing Trends in Europe</i>	An analysis of trends in individually liable and corporate-liable device ownership, this report also features plan preferences among European enterprises by enterprise size and type.	Chris Marsh	Enterprise Mobility	Focus
Q3 2010	<i>How European MNOs Segment the Enterprise Market</i>	This report conducts a comparative analysis of European MNOs' segmentation and go-to-market strategies in the enterprise market.	Chris Marsh	Enterprise Mobility	Anchor
Q3 2010	<i>Making LTE Profitable</i>	One thing is very clear about carriers' LTE plans--just turbocharging the existing business models and revenue streams will make the ROI case even more difficult than that for 3G in Europe a decade ago. This report examines operators' current intentions in terms of services and how they are delivered, and suggests some blueprints and ideas that are gaining currency around the world.	Chris Nicoll	Advanced RAN	Focus

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Q3 2010	<i>The Business Model for Femtocells</i>	This report looks at operators' excitement about femtocells because of the opportunities for offloading data from the macro RAN, building out data networks in more targeted ways and supporting new services. The end-user proposition remains uncertain and most commercial carriers are still limited to the "better coverage" angle.	Chris Nicoll	Advanced RAN	Focus
Q3 2010	<i>Mobile Broadband Market Forecast</i>	This report is a European market forecast for mobile broadband services.	Declan Lonergan	Mobile Internet Services	Focus
Q3 2010	<i>Mobile Broadband Winners and Losers</i>	This report evaluates which MBB service providers are succeeding and which have room for improvement.	Declan Lonergan	Consumer Access Services	Focus
Q3 2010	<i>Mobile Data Forecast</i>	This report presents Yankee Group's forecast of the European mobile data market.	Declan Lonergan	Consumer Access Services	Focus
Q3 2010	<i>Connected Car Outlook</i>	This report explores the possibility of an LTE connected car by 2012.	Dmitriy Molchanov	Access Devices	Focus
Q3 2010	<i>E-Reader Global Forecast</i>	This report extends Yankee Group's U.S. e-reader forecast to 20 major markets around the world.	Dmitriy Molchanov	Access Devices	Focus
Q3 2010	<i>Global Tablet Forecast</i>	This report presents Yankee Group's global forecast for tablet computers.	Dmitriy Molchanov	Access Devices	Anchor
Q3 2010	<i>Business Mobile Device Purchasing Trends</i>	This report focuses on where and how the buying decision for mobile devices is occurring with businesses, including an examination of the movement between corporate-liable and individually liable purchasing.	Eugene Signorini	Enterprise Mobility	Focus
Q3 2010	<i>The 360-Degree View of Enterprise Mobility</i>	This report examines how enterprises are increasingly looking to mobilize business processes that deal with customer interactions. Enterprise mobility is expanding beyond business-to-employee applications to business-to-customer applications, providing enterprises with a 360-degree reach for mobility within their organizations.	Eugene Signorini	Enterprise Mobility	Focus
Q3 2010	<i>What Lies Ahead for Mobile Applications in the Enterprise</i>	This report outlines how the market for business mobile applications is evolving. It includes an examination of key demand-side drivers of mobile applications from the 2010 Enterprise Mobility survey, and it looks at the supply-side drivers that are causing a shift in the mobile application value chain.	Eugene Signorini	Enterprise Mobility	Anchor
Q3 2010	<i>An Anywhere Milestone for Carrier Ethernet</i>	This report provides analysis and Yankee Group's take on the top issues in MPLS and Carrier Ethernet services.	Eugene Signorini*	Enterprise Mobility, Core Transport Network	Focus

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Q3 2010	<i>Carrier Ethernet Case Study</i>	This report includes case studies of enterprises adopting Carrier Ethernet services such as E-LAN, E-Line, VPLS and other Ethernet pseudowire services.	Eugene Signorini*	Enterprise Mobility, Core Transport Network	Focus
Q3 2010	<i>Enterprise Data Services Survey</i>	This report analyzes results from Yankee Group's 2010 Enterprise Data Services Survey.	Eugene Signorini*	Enterprise Mobility	Anchor
Q3 2010	<i>Enterprise WANs Go Anywhere</i>	This report looks at new intra-organizational connectivity and data-sharing scenarios, internal cloud architectures and external cloud computing services driving the need for enterprise IT to adopt advanced WAN access services, such as MPLS, Carrier Ethernet and IP VPNs.	Eugene Signorini*	Cloud Computing	Anchor
Q3 2010	<i>Ethernet SLAs: The Devil--and Dollars--Are in the Details</i>	Providing rock-solid SLAs for core enterprise services, such as video and telepresence, will differentiate Ethernet service providers from commoditized providers of basic E-LAN/E-line transport.	Eugene Signorini*	Enterprise Mobility	Focus
Q3 2010	<i>Hey You, Get onto My Cloud: Anywhere IP VPNs</i>	Providers of IP VPN and MPLS services must integrate more dynamic business-to-business and intra-organizational connectivity and access control capabilities along with federated cloud computing identity models.	Eugene Signorini*	Cloud Computing	Anchor
Q3 2010	<i>Moving Up the Network Stack: How Network Equipment Providers Are Approaching the Growth of Online Video</i>	Network equipment providers are extending the functionality of their products across the value chain in order to make networks more video aware and efficient, and support the initiatives of their customers who are network service providers and IP backbone operators. In this report, we examine the major customer, competitive and technological forces influencing the road maps of these vendors and how they are adapting to these forces.	Jennifer Pigg	Service Delivery Architecture	Anchor
Q3 2010	<i>Multi-Service Broadband Concentrator TCO</i>	The access edge is today's battleground for lowering carrier costs in terms of access concentration, trunk speed, footprint, power consumption and service management/flexibility. In this report, we examine the total cost of ownership of some of the dominant solutions.	Jennifer Pigg	Core Transport Network	Anchor
Q3 2010	<i>The Future of the Network NOS</i>	Consumer devices are not the only area in which you find an emerging development ecosystem. In this report, we examine differing strategies of the leading IP networking vendors and where the service provider is likely to find the most benefit.	Jennifer Pigg	Core Transport Network	Anchor
Q3 2010	<i>Enterprise Barriers to Adopting M2M</i>	This report explores the major barriers to entry for enterprises considering M2M technology.	John Keough	Enterprise Mobility	Focus

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Q3 2010	<i>M2M Ecosystem: The Embedded Devices Value Chain</i>	This report analyzes different players involved with M2M technology, including carriers, aggregators, platforms and hardware manufacturers.	John Keough	Access Devices	Anchor
Q3 2010	<i>PaaS-ing of the Torch: Growing Importance of Platforms in the M2M Arena</i>	This report examines the emergence of platform providers as a crucial component of M2M implementation.	John Keough	Access Devices	Focus
Q3 2010	<i>4G Preferences and Perceptions</i>	This report reviews end-users' and IT decision-makers' preferences and perceptions of 4G operators. We dive deep into Yankee Group survey data to determine who the perceived leaders and laggards are in 4G.	Joshua Holbrook	Enterprise Mobility	Focus
Q3 2010	<i>Are Enterprises Getting Bang for Their Buck With Mobile Broadband?</i>	This report assesses whether enterprises are overpaying for mobile broadband service and evaluates prepaid mobile broadband and its implications for the enterprise.	Joshua Holbrook	Enterprise Mobility	Focus
Q3 2010	<i>Ranking Carrier Mobile Broadband Performance</i>	This report dives into Yankee Group survey data to rank carrier performance across a variety of mobile broadband metrics (e.g., network performance, customer service).	Joshua Holbrook	Enterprise Mobility	Anchor
Q3 2010	<i>Cloud Security: How To Stop Worrying and Love As-a-Service</i>	This report analyzes WAN data services, architectures and strategies best suited for connecting enterprises' private, hybrid and public cloud computing services.	Joshua Holbrook*	Cloud Computing	Anchor
Q3 2010	<i>Enterprise Adventures in the Cloud</i>	This report draws on interviews with CIOs in a number of verticals to provide a reality check on enterprise use of cloud computing.	Joshua Holbrook*	Cloud Computing	Focus
Q3 2010	<i>Telcos Must Take To (and Not Be Taken By) the Cloud</i>	Telecom operators and hosting providers have been ramping up their cloud strategies during the past 12 months. Will they be able to compete with already established cloud providers? In this report, we examine a number of key aspects associated with the provider business focus and their go-to-market strategies and evaluate their long-term success in transforming their enterprise customers.	Joshua Holbrook*	Cloud Computing	Focus
Q3 2010	<i>4G Implications on RAN Sharing</i>	The advent of LTE/UTRAN radio networks will prompt consideration for various levels of network infrastructure sharing. This report explores the technical options, benefits and challenges.	Ken Rehbehn	Advanced RAN	Anchor
Q3 2010	<i>Radio Resource Implications of Mass Deployment of Femtocells</i>	This report investigates the implications of mass femtocell deployment in terms of radio resource function and planning.	Ken Rehbehn	Advanced RAN	Focus

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Q3 2010	<i>Wireless Safety for Governments Worldwide</i>	The market for public safety is expected to be a key domain for wireless broadband technology. After several terrorist attacks and unanticipated natural disasters, governments worldwide have embraced the need for advanced communications technologies. This report examines how they are working to ease the regulatory environment.	Ken Rehbehn	Advanced RAN	Anchor
Q3 2010	<i>Mobile Alternative Payments: Is Anyone Genuinely Innovating?</i>	Outside of the traditional card payments landscape, are there any solutions that show promise for providing a legitimate alternative to the status quo? This report assesses vendors offering mobile commerce/payment solutions that go beyond the traditional payment networks and charge either directly to mobile operators or to a third party without bank/card brand affiliation.	Nick Holland	Mobile Transactions	Anchor
Q3 2010	<i>Nice, NFC Test Bed Overview</i>	An overview of the current NFC initiative running in Nice, France, this report considers how the stakeholders have equitably come together, looking at compromises made for acceptance and assesses the viability of the initiative being scaled to a national-level rollout.	Nick Holland	Mobile Transactions	Focus
Q3 2010	<i>Enterprise Portals</i>	This report provides a competitive analysis of service provider portals.	Sandra Palumbo	Network Software Systems	Anchor
Q3 2010	<i>Connected Devices Change the Way CSPs Manage Care</i>	This report takes a deeper dive into the impact of connected devices on the carrier support vision and business case.	Sheryl Kingstone	Network Software Systems	Anchor
Q3 2010	<i>CRM and the Carrier: What Is Truly Needed</i>	CRM has been around for years, but this report looks at what is truly needed for CSPs.	Sheryl Kingstone	Network Software Systems	Focus
Q3 2010	<i>Customer Experience Management</i>	This report examines important aspects of customer experience management and looks at how a carrier can understand it, as well as how changes in the ecosystem affect the customer experience.	Sheryl Kingstone	Network Software Systems	Focus
Q3 2010	<i>Customer Service Transformation: What It Is and What Pieces of the Ecosystem Affect the Subscriber</i>	This report looks at customer care and goes beyond CRM to examine OSS and BSS elements that are critical to integrate. Areas of focus include the role of real-time charging, bandwidth management and centralized catalogs.	Sheryl Kingstone	Network Software Systems	Anchor
Q3 2010	<i>Social Media: Time to Get Serious</i>	This report examines what consumers want from businesses: serve, not sell.	Sheryl Kingstone	Mobile Applications	Focus
Q3 2010	<i>The State of Mobile Web: A Look at the Final 2009 Data Results</i>	This report analyzes 2009 data on enterprises creating mobile Web sites and their priorities. It is correlated to consumer dynamics.	Sheryl Kingstone	Mobile Internet Services	Focus

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Q3 2010	<i>The State of SaaS</i>	SaaS and cloud have changed over the last 10 years. This report continues to follow the barriers and adoption trends of their planners and deployers.	Sheryl Kingstone	Mobile Applications	Anchor
Q3 2010	<i>Update: How are CSPs Delivering Analytic Capabilities in Network Software Systems?</i>	The combination of analytic and intelligence capabilities needed to deliver a personalized customer experience requires a partnership strategy to integrate various OSS/BSS systems.	Sheryl Kingstone	Network Software Systems	Focus
Q3 2010	<i>Beyond Flat-Rate Implications on BSS Strategy</i>	The seismic shift from flat-rate to tiered pricing models will have implications on pre- and postpaid billing systems. This report addresses the key BSS challenges on the path away from flat-rate billing.	Susan McNeice	Network Software Systems	Focus
Q3 2010	<i>OSS for 4G Deployments</i>	This report examines the key challenges in OSS planning on 4G deployments.	Susan McNeice	Network Software Systems	Anchor
Q3 2010	<i>Cloud Security Framework</i>	For each cloud type (SaaS, IaaS and PaaS), this report defines the key security components, identifies the critical factors and offers firms a strategy for coping.	Ted Julian	Mobile Security	Anchor
Q3 2010	<i>DDOS: It's Not Just About Bandwidth Anymore</i>	This report examines the current state of DDOS activity and how attacks are moving to the application layer, and identifies what this means for service providers.	Ted Julian	Mobile Security	Focus
Q3 2010	<i>DNS Jekyll and Hyde: Your Worst Security Nightmare or Best Service Opportunity</i>	This report examines the state of and prospect for DNS and DNSSec, including its potential to enable value-added services for service providers.	Ted Julian	Network Intelligence	Focus
Q3 2010	<i>Get Out of PCI Jail? The Promise and Pitfalls of Tokenization</i>	This report describes tokenization and its promise to protect cardholder data and exempt retailers from PCI compliance. It defines use cases for tokenization across different customer types, detailing for whom tokenization makes sense and for whom it doesn't.	Ted Julian	Mobile Security	Focus
Q3 2010	<i>Content Delivery Goes Anywhere</i>	Carriers, content owners and networks are all wrestling with how best to disseminate content to a mobile environment in a way that replicates the experience in a fixed environment and capitalizes on the power of the mobile Internet. This report discusses existing strategies on how to accomplish this, and which players are taking a leading role.	Terry Cudmore	Network Software Systems	Focus
Q3 2010	<i>Mobile Video Case Study</i>	This report examines the enabling technologies for mobile video delivery.	Terry Cudmore	Service Delivery Architecture	Focus
Q3 2010	<i>Mobile Video Ecosystem</i>	This report describes the mobile video ecosystem and some key players.	Terry Cudmore	Service Delivery Architecture	Anchor

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Q3 2010	<i>Preparing For 4G Video Services</i>	This report, based on Yankee Group's June 2010 webinar, investigates mobile video delivery and provides recommendations to help make video a killer application, not a network-killing service.	Terry Cudmore	Service Delivery Architecture	Anchor
Q3 2010	<i>Is Latin American IPTV Ready for Prime Time Yet?</i>	Latin America has seen sporadic IPTV trials and is being targeted by vendors as the next hot growth area. We take a look at the emerging models of IPTV as well as regulation in Latin America, and evaluate how they will impact growth prospects.	Vince Vittore	Consumer Access Services	Focus
Q3 2010	<i>Putting Advertising to the Test: What's in it for Service Providers</i>	Interactive advertising is finding its legs after multiple false starts. Have service providers finally found the right formula to make the long-awaited service pay off for them?	Vince Vittore	Consumer Access Services	Anchor
Q3 2010	<i>Stimulus, Year 1 Report</i>	As we hit the one-year mark from the first release of broadband stimulus dollars, Yankee Group looks at how close the program has come to its objectives.	Vince Vittore	Regulation	Anchor
Q3 2010	<i>T-Commerce</i>	What was once considered the holy grail of the interactive TV experience is beginning to take shape. We look at the earliest experiments in T-commerce and assess the early damage.	Vince Vittore	Service Delivery Architecture	Focus
Q3 2010	<i>End of the Bill-and-Keep Party</i>	This report looks at how asymmetry of traffic flows leads to asymmetry of profits from broadband growth. The "Google Tax" and other draconian solutions are not the answer.	Wally Swain	Broadband	Anchor
Q3 2010	<i>Enterprise Network Landscape</i>	This report provides an overview of the "new" vendor landscape in enterprise networking.	Zeus Kerravala	Unified Communications	Focus
Q3 2010	<i>Mobile WAN Optimization Case Study</i>	This report provides an enterprise case study of mobile WAN optimization.	Zeus Kerravala	Unified Communications	Focus
Q3 2010	<i>SIP trunking</i>	This report looks at SIP trunking provider strategies as well as the added enterprise value.	Zeus Kerravala	Unified Communications	Anchor
Q4 2010	<i>Global Device Forecast Overview</i>	This review of key trends in the mobile device market includes advanced OS device growth, component trends and technology migration.	Andy Castonguay	Access Devices	Anchor
Q4 2010	<i>Innovations in M2M Devices</i>	With strong investments from operators, device manufacturers and vertical industries, wireless connectivity transforms consumer and enterprise devices.	Andy Castonguay	Access Devices	Anchor
Q4 2010	<i>The Leading Edge of Mobile Broadband Device Design</i>	As the battle between USB modems, embedded modules, smartbooks and other devices heats up, this report details the design features and packaging details that attract the right consumers.	Andy Castonguay	Access Devices	Anchor

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Q4 2010	<i>FTTH Capex Spending and Implications</i>	This report projects the likely capex spending in FTTH deployment by key players and looks at the wider implications for said players, vendors and the rest of the FTTx ecosystem.	Benoît Felten	Broadband	Anchor
Q4 2010	<i>The Health Care Service Opportunity</i>	This report explores the opportunity for revenue in health care for telcos and how addressing that opportunity will require a repositioning.	Benoît Felten	Broadband	Anchor
Q4 2010	<i>Enabling the Connected Car: The Telco Opportunity</i>	The car will soon be just another extension of our connected lives. This report evaluates the opportunities network operators have to build automotive-centric connectivity and service propositions and looks at what it will take to get there.	Brian Partridge	Service Delivery Architecture	Focus
Q4 2010	<i>Health Care on Broadband</i>	This report provides an overview of the FCC recommendations, and the possible implications and changes in the market for health care broadband.	Brian Partridge	Broadband	Anchor
Q4 2010	<i>RCS: Evaluation of Business Results of France Telecom and SFR Trial</i>	RCS has been positioned by the GSMA as germane to wresting back control of value-added communications services from Internet players. FT and SFR undertook the largest trial to date. This report analyzes the results and prognosis for RCS as an industry movement.	Brian Partridge	Service Delivery Architecture	Anchor
Q4 2010	<i>SDP Scorecard: Network Exposure Elements</i>	This scorecard report covers network-facing asset exposure solutions.	Brian Partridge	Service Delivery Architecture	Scorecard
Q4 2010	<i>21st Century Wholesale Gets Smart</i>	Following from work such as "Teaching an Old Dog New Tricks: Wholesale Transforms," this report audits and categorizes the activities and evolving portfolios of leading wholesalers as they diversify from volume-driven (dumb) to value-driven (smart) propositions. It includes interviews with DTAG ICSS, BT GTM/Wholesale, KPN/iBasis, FTNS, Verizon, Global Crossing, Belgacom ICS and Tata Communications. We advise telcos on whether they should get big, get niche or get out of the game.	Camille Mendler	Service Delivery Architecture	Anchor
Q4 2010	<i>Making the Best of Vendor Financing: New Models and Go-To-Market Partnerships</i>	Chinese equipment vendors alone have \$45 billion in cheap finance on offer to telcos. But that's not the whole story in "vendor finance." Telcos that play smart with vendors will find a rich landscape of engagement, including joint risk/reward, co-branding and deferred capex deals on offer. Through case studies and interviews, this report navigates how best to leverage these evolving supplier relationships, not only to improve the bottom line, but also to spur top-line growth.	Camille Mendler	Service Delivery Architecture	Anchor

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Q4 2010	<i>Smart Wholesale Spotlight: Belgacom ICS' Homesend Remittance Hub</i>	Belgacom ICS and eServ Global pioneered a global hubbing service that provides a mobile-centric approach to international remittance. This report assesses how BICS, one of only three GSMA-approved providers, is evolving its business model into new wholesale revenue streams from its core base in wholesale voice.	Camille Mendler	Service Delivery Architecture	Focus
Q4 2010	<i>Telcos vs. NEPs: Who's Best for Managed Services?</i>	This report assesses the capabilities of BT Wholesale, Tata Communications and peers versus NEPs in winning professional and managed services engagements as they diversify wholesale revenue. Who should CSPs trust more? Who is most experienced?	Camille Mendler	Service Delivery Architecture	Anchor
Q4 2010	<i>Understanding the Cloud's Wholesale Ecosystem</i>	Cloud computing reduces enterprises' capex burdens, but getting into cloud services demands major investment from service providers facing their own capex constraints. This report identifies key vendors helping service providers offer retail cloud services. For some, a partnership approach is demanded, including revenue share. We detail different types of vendors--operations specialists, white label providers, integrators--helping service providers, and consider the commercial perils of building a multi-source wholesale cloud infrastructure.	Camille Mendler	Cloud Computing	Anchor
Q4 2010	<i>Tablet Media: Myth or Reality?</i>	With Google Chrome netbooks and Apple iPad tablets now making their way to consumers, the big question is whether the apps, media and information placed on them represents a simple extension of existing media or a new business model.	Carl Howe	Digital Media and Advertising	Anchor
Q4 2010	<i>The New Operator Landscape: How To Cope with Apple's and Google's Rising Dominance</i>	Digital services have emerged as the transforming forces for mobile and fixed operators, and deciding whether to work with or against these industry giants now has become a strategic decision. In this report, we examine the places where operators can actually profit by exploiting gaps left in the market by these companies.	Carl Howe	Digital Media and Advertising	Focus
Q4 2010	<i>The Next Anywhere Economies</i>	2010 promises to add another three Anywhere economies to our list. This report analyzes how consumer experiences are being transformed in the six Anywhere economies in the world and what that means for operators still trying to push their nations over the Anywhere Tipping Point.	Carl Howe	Consumer Access Services	Focus

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Q4 2010	<i>European MNO Pricing Strategies</i>	This report compares MNO pricing strategies, including roaming and bundling products.	Chris Marsh	Enterprise Mobility	Focus
Q4 2010	<i>MNO Enterprise Strategies in Europe</i>	This report provides an overview of European MNO strategies, including a comparative look at B2B portfolios, innovations and best practices.	Chris Marsh	Enterprise Mobility	Anchor
Q4 2010	<i>Mobile E-mail in 2010 and Beyond</i>	A review of mobile e-mail preferences among European enterprises, this report discusses what device and OS trends tell us for the future.	Chris Marsh	Mobile Applications	Focus
Q4 2010	<i>EMEA LTE Reality Check</i>	This report provides a reality check and a realistic assessment of the pace and pattern of LTE deployment in the EU and the wider EMEA area, based on feedback from carriers about their trials and plans.	Chris Nicoll	Advanced RAN	Focus
Q4 2010	<i>WiMAX Eulogy</i>	This report discusses the diminishing future of WiMAX as a mobile network standards-bearer.	Chris Nicoll	Advanced RAN	Focus
Q4 2010	<i>4G Opportunities in Europe</i>	This report evaluates which 4G services will drive demand.	Declan Lonergan	Mobile Internet Services	Focus
Q4 2010	<i>European Mobile Advertising Successes</i>	Focusing on the most transformative of the three screens (mobile), this report assesses recent successes and failures.	Declan Lonergan	Digital Media and Advertising	Focus
Q4 2010	<i>Mobile Broadband Pricing</i>	This report reviews best practices in MBB pricing among European MNOs.	Declan Lonergan	Consumer Access Services	Focus
Q4 2010	<i>"Connected" HDTVs Remain Unconnected</i>	This report examines what percentage of connected HDTVs sold are actually connected. We also examine the consumer segment that is likely to connect their HDTVs, and we look at consumers' common activities when using their sets.	Dmitriy Molchanov	Access Devices	Focus
Q4 2010	<i>3-D TV Outlook</i>	This report presents Yankee Group's 3-D TV forecast.	Dmitriy Molchanov	Access Devices	Anchor
Q4 2010	<i>Converged Media' on Tablet and E-Reader Devices</i>	This report examines "converged media" on the iPad--media that integrates text, video and audio to create a converged experience. It also examines whether e-readers have a shot at winning a piece of the pie.	Dmitriy Molchanov	Access Devices	Focus
Q4 2010	<i>WAN Connectivity in Handheld Game Consoles</i>	This report examines the development of WAN connectivity in handheld game consoles to support digital distribution.	Dmitriy Molchanov	Access Devices	Focus
Q4 2010	<i>4G in North America: Implications for Businesses and Consumers</i>	This report addresses the questions: When and how will 4G impact the North American wireless landscape, and what does 4G mean for mobile services?	Eugene Signorini	Consumer Access Services	Anchor

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Q4 2010	<i>US Business Carrier Satisfaction Survey</i>	This report revisits our February 2010 findings on U.S. wireless carrier satisfaction among businesses. We look at how the Big Four carriers compare across both wireless voice and data services, using the first-half 2010 results from our Enterprise Mobility survey.	Eugene Signorini	Enterprise Mobility	Anchor
Q4 2010	<i>US Enterprise Mobility Scorecard</i>	This scorecard compares, contrasts and picks winners and losers among U.S. carriers offering enterprise mobility solutions to enterprises.	Eugene Signorini	Enterprise Mobility	Scorecard
Q4 2010	<i>100GigE or Bust: Where Every Ethernet Service Provider Needs To Be</i>	This report examines how, with the pending ratification of the 100 Gbps Ethernet standard, Carrier Ethernet service providers should prepare offerings and determine how they will take advantage of this new technology.	Eugene Signorini*	Core Transport Network	Focus
Q4 2010	<i>Carrier Ethernet Services</i>	This report on the state of the Ethernet data services market explores existing options from service providers, how these services are (and aren't) meeting enterprises' needs, and new services on the near- and long-term horizons.	Eugene Signorini*	Core Transport Network	Anchor
Q4 2010	<i>Carrier Ethernet Services Scorecard</i>	This scorecard compares, contrasts and picks winners and losers among U.S. carriers offering carrier Ethernet WAN services to enterprises.	Eugene Signorini*	Core Transport Network	Scorecard
Q4 2010	<i>Carrier Ethernet Equipment Scorecard</i>	In this scorecard report, we evaluate Carrier Ethernet dominant solutions and potential contenders on the basis of product features and scalability, company stability, price, facilities costs, etc.	Jennifer Pigg	Core Transport Network	Scorecard
Q4 2010	<i>Evolved Packet Core</i>	In this report, we investigate the state of the art in terms of both development and deployment of the EPC. Which operators are moving to it, and what solutions are they focusing on?	Jennifer Pigg	Core Transport Network	Focus
Q4 2010	<i>Leveraging DNS in the Intelligent Network</i>	DNS is the force that binds us all in the Internet. This report looks at how solution vendors and service providers are leveraging it to provide enhanced security, performance and network intelligence for their customers.	Jennifer Pigg	Core Transport Network	Anchor

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Q4 2010	<i>Mobile Backhaul Best Practices</i>	This report presents the results of our mobile backhaul best practices survey of Tier 1 and Tier 2 global mobile network operators. How are MNOs migrating their backhaul to all-packet and Ethernet? What are they using for synchronization, network gear, architecture, media and speeds? What is missing in their solutions, and what are the next steps for their backhaul network?	Jennifer Pigg	Core Transport Network	Anchor
Q4 2010	<i>Changing of the Guard: The New Role of the M2M Aggregator</i>	This report looks at how, with growing interest from major U.S. carriers, traditional aggregators must leverage industry expertise in order to stake their claim in the M2M market.	John Keough	Access Devices	Focus
Q4 2010	<i>M2M Strategies of the Big Four Carriers</i>	This report compares and contrasts the different approaches major U.S. carriers are taking toward machine-to-machine opportunities.	John Keough	Enterprise Mobility	Anchor
Q4 2010	<i>Selecting a Wireless Standard for M2M Solutions</i>	This report analyzes bandwidth demand, network coverage and cost per unit of current and upcoming wireless standards, including CDMA, GSM LTE and WiMAX.	John Keough	Mobile Applications	Anchor
Q4 2010	<i>CTIA Wrap-Up</i>	This report highlights some of the more meaningful announcements and implications of news from CTIA.	Joshua Holbrook	Enterprise Mobility	Focus
Q4 2010	<i>Enterprise Mobility Scorecard</i>	This scorecard report provides an assessment of enterprise mobility offers from U.S. operators.	Joshua Holbrook	Enterprise Mobility	Scorecard
Q4 2010	<i>Making Sense of the Managed Mobility Landscape</i>	There are many players in the managed mobility landscape (e.g., pure plays, operators, SIs, infrastructure players), and this report highlights how these diverse players differentiate themselves in the managed mobility market.	Joshua Holbrook	Enterprise Mobility	Anchor
Q4 2010	<i>Carrier Cloud Services Scorecard</i>	This scorecard report compares cloud computing services offered by service providers.	Joshua Holbrook*	Cloud Computing	Scorecard
Q4 2010	<i>Sizing the Market Opportunities of Cloud Computing (IaaS, PaaS and SaaS)</i>	This report provides a five-year forecast to illustrate the market potential of cloud-based services.	Joshua Holbrook*	Cloud Computing	Focus
Q4 2010	<i>3G to 4G Handoffs: Key Challenges and Implications</i>	This report explores the challenges of CDMA 2000 and UMTS to LTE RAN hand-off procedures.	Ken Rehbehn	Advanced RAN	Focus
Q4 2010	<i>Who Needs 4G? HSPA+ Performance Characteristics Weaken LTE Business Case</i>	This report compares and contrasts the performance characteristics of HSPA+ and LTE, including analysis of spectral efficiency and bandwidth economics.	Ken Rehbehn	Advanced RAN	Anchor

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Q4 2010	<i>The Phone as PoS Device: Serving the Very, Very Small Retailer</i>	Vendors such as Square, VeriFone and MagTek are all touting "add-on" devices that convert a smartphone into a point of sale terminal. This report evaluates whether there is really any demand for this type of product from small merchants, and if so, what their priorities are.	Nick Holland	Mobile Transactions	Anchor
Q4 2010	<i>What if the iPhone goes NFC?</i>	There has been much conjecture relating to Apple including NFC technology in the next iteration of the iPhone. This report explores the implications for MNOs, banks, vendors, card networks, retailers and end-users if Apple were to integrate NFC, and looks at other possible scenarios for NFC deployment if Apple doesn't precipitate mass adoption.	Nick Holland	Mobile Transactions	Anchor
Q4 2010	<i>NEP Managed Services Scorecard</i>	This managed services scorecard evaluates network equipment providers.	Sandra Palumbo	Service Delivery Architecture	Scorecard
Q4 2010	<i>SI/Telco Managed Services Scorecard</i>	This managed services scorecard evaluates systems integrators serving the telecom market.	Sandra Palumbo	Service Delivery Architecture	Scorecard
Q4 2010	<i>2010 State of the Union for Customer Experience</i>	Using the latest 2010 data, we summarize the current state of customer experience for all carriers.	Sheryl Kingstone	Network Software Systems	Anchor
Q4 2010	<i>Anywhere Software: Who's There, Who's Not</i>	This report looks at critical pieces of the Anywhere software puzzle.	Sheryl Kingstone	Network Software Systems	Focus
Q4 2010	<i>Proactive Customer Communications</i>	This report looks at opportunities to use the latest devices and analytics to deliver proactive service to Anywhere Consumers.	Sheryl Kingstone	Network Intelligence	Focus
Q4 2010	<i>The State of Anywhere Applications and Usage: A Look at the Data</i>	This report provides insight on Anywhere application usage based on reported data.	Sheryl Kingstone	Mobile Applications	Focus
Q4 2010	<i>Apps and Ops: Can We Really Marry Third-Party Apps with CSP Networks?</i>	This report explores the implications of operator-controlled application stores on the IT back office.	Susan McNeice	Network Software Systems	Anchor
Q4 2010	<i>Revenue Assurance Strategies for Anywhere</i>	This report discusses the revenue assurance challenges in an increasingly complex third-party ecosystem.	Susan McNeice	Network Software Systems	Focus
Q4 2010	<i>IPv6: Is The Sky Really Falling?</i>	This report evaluates the latest industry estimates for when we'll run out of IPv4 addresses and looks at whether service providers are really worried about it. Should they be? What do they need to do, and what should equipment providers do to help?	Ted Julian	Network Intelligence	Focus

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Q4 2010	<i>My Name Is Service Provider and I Have a Subscriber Management Problem: Is AAA the Answer?</i>	A proliferation of devices, users and networks is pushing subscriber management to the breaking point. This report looks at what service providers can do about it.	Ted Julian	Network Intelligence	Anchor
Q4 2010	<i>New Domain Name Types, What They Mean to You, and Why You Should Care</i>	Over the next year, new top-level domains and international domains will be introduced. This report looks at the political and technical implications and what you should do about them.	Ted Julian	Network Intelligence	Focus
Q4 2010	<i>Policy Management in the 4G Network</i>	This report examines how the policy management market has evolved, particularly in light of the migration to 4G networks. What drivers have emerged, what requirements are they creating, and how are these forces impacting segments within this category (e.g., DPI, AAA, etc.)? How are vendors reacting, and what is their position in the market?	Ted Julian	Network Intelligence	Anchor
Q4 2010	<i>Hulu Subscription Success Rate</i>	With Hulu switching some of its offerings to subscription-based, this report looks at how successful the strategy has been over the summer and into the beginning of the television season.	Terry Cudmore	Service Delivery Architecture	Focus
Q4 2010	<i>Revisiting the OMVC Trial in DC</i>	This report looks into the results of the OMVC trial of the Mobile DTV standard in Washington, D.C.	Terry Cudmore	Service Delivery Architecture	Focus
Q4 2010	<i>IPTV Middleware Scorecard</i>	IPTV has hit a critical juncture in its evolution. This scorecard evaluates which middleware vendors are likely to survive for the long term.	Vince Vittore	Service Delivery Architecture	Scorecard
Q4 2010	<i>Taking the Video Experience Anywhere</i>	Anywhere Consumers want their video... anywhere. This report examines operators' efforts to extend their offerings outside the home.	Vince Vittore	Service Delivery Architecture	Focus
Q4 2010	<i>Telco TV Round-Up</i>	This report reviews key IPTV ecosystem announcements from the Telco TV show.	Vince Vittore	Service Delivery Architecture	Focus
Q4 2010	<i>Not in My Backyard!</i>	For years now, Latin American MNOs have resisted the trend toward MVNOs. This report looks at how regulation, market forces and their own desire to reduce marketing costs are changing the landscape.	Wally Swain	Advanced RAN	Anchor
Q4 2010	<i>Enterprise Connect Show Report</i>	This report outlines the key findings and highlights from Enterprise Connect (formerly VoiceCon).	Zeus Kerravala	Unified Communications	Focus
Q4 2010	<i>WAN Opp/ADN Case Study</i>	This report presents a case study of a customer implementation of a WAN optimization solution.	Zeus Kerravala	Unified Communications	Focus

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Q1 2011	<i>Competitive Review of Top OS Ecosystems for Advanced OS Devices</i>	This report includes a dynamic review of expected updates for BlackBerry OS, Symbian, Windows Phone 7, Android and iOS.	Andy Castonguay	Access Devices	Focus
Q1 2011	<i>What Consumers Are Demanding of Mobile Devices</i>	This report provides a detailed review of many facets of consumer demand for mobile devices, including most desired features, components, OSs and applications.	Andy Castonguay	Access Devices	Anchor
Q1 2011	<i>FTTH Trends in Europe</i>	This report details news from the FTTH Council Europe Conference.	Benoît Felten	Broadband	Focus
Q1 2011	<i>Using Policy and Regulation to Push NGA Deployment and Adoption</i>	This report looks at some nations' desire for next-generation access to boost their economy and their appeal to international businesses, and their willingness to put money on the table to make it happen.	Benoît Felten	Broadband	Anchor
Q1 2011	<i>2010 Worldwide Carrier Capex Spending Forecast</i>	This report is the annual update to our annual carrier capex forecast.	Brian Partridge	Service Delivery Architecture	Anchor
Q1 2011	<i>Mobile World Congress Show Note</i>	This report analyzes key developments at Mobile World Congress 2011.	Brian Partridge	Service Delivery Architecture	Anchor
Q1 2011	<i>When Will IMS = IPTV?</i>	This report investigates the relevance of the IMS architecture for delivering IPTV.	Brian Partridge	Service Delivery Architecture	Focus
Q1 2011	<i>Global Wholesale: A State of the Union Report</i>	This executive-level research report looks at leading wholesalers worldwide and reveals their unique perspectives and metrics for success in 2011.	Camille Mender	Service Delivery Architecture	Anchor
Q1 2011	<i>Smart Wholesale Spotlight: Deutsche Telekom ICSS's Content Exchange</i>	DTAG's CON-X is a digital marketplace for professional content trading, bringing content and media providers together with telcos, ISPs and other content resellers. This report evaluates whether liquid markets for content can exist and looks at how the revenue model operates.	Camille Mender	Service Delivery Architecture	Focus
Q1 2011	<i>Smart Wholesale Spotlight: IPX</i>	The GSMA-backed IPX model is often touted as the route to new wholesale revenue streams via rich IP interconnect. Here we review the IPX activities of BT, DTAG ICSS, KPN/iBasis, Belgacom, Tata, Sybase 365, etc., to assess whether this endeavor can bear fruit. The input of leading industry groups, including the i3 Forum, is also analyzed.	Camille Mender	Service Delivery Architecture	Focus
Q1 2011	<i>4G Consumer Services</i>	This report analyzes 4G services offered to consumers and whether they deliver on their promises.	Carl Howe	Consumer Access Services	Anchor

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Q1 2011	<i>Beyond ARPU: New Wireless KPIs</i>	The increasing proliferation of connected devices and applications, declining ARPUs and challenging operator economics will change the key metrics used within the wireless industry. This report looks at a new generation of intelligent peripherals that will shift the focus from subscribers and ARPU to total connections and value.	Carl Howe	Consumer Access Services	Anchor
Q1 2011	<i>The Paradox of Location</i>	Anywhere Networks make location both more and less important. This report examines the state of the art in location-based services for consumers.	Carl Howe	Mobile Applications	Focus
Q1 2011	<i>Enterprise Mobility in Europe and Delivering Improved Customer Loyalty as ROI</i>	This report offers a case study of how to drive customer loyalty through unified communications.	Chris Marsh	Enterprise Mobility	Focus
Q1 2011	<i>European Enterprise Mobility Forecast 2011</i>	This report provides a review of the key trends in the European enterprise mobility market.	Chris Marsh	Enterprise Mobility	Anchor
Q1 2011	<i>The Business Benefits of UC: ROI Is Not All About Reducing Latency</i>	In this report, we analyze the business benefits of unified communications beyond reduced latency, including the scope for driving employee engagement and customer loyalty.	Chris Marsh	Unified Communications	Focus
Q1 2011	<i>The 4G Ecosystem: Leaders and Followers</i>	Ahead of MWC, this report looks at the current state of the 4G ecosystem and evaluates who is ahead and who is behind.	Chris Nicoll	Advanced RAN	Focus
Q1 2011	<i>Mobile Consumer Segmentation</i>	This report looks at how operators should segment their mobile consumer bases to help them achieve their core strategic objectives.	Declan Lonergan	Mobile Internet Services	Focus
Q1 2011	<i>Mobile Ecosystem Evolution</i>	This report provides an overview of key changes occurring in the mobile services ecosystem.	Declan Lonergan	Mobile Internet Services	Anchor
Q1 2011	<i>Orange's Multi-Screen Strategy</i>	In this report, we examine how Orange's multi-screen strategy is progressing. Is it helping the company meet its corporate objectives?	Declan Lonergan	Digital Media and Advertising	Focus
Q1 2011	<i>CES Update</i>	In this report, we identify key trends emerging from CES and evaluate their impacts.	Dmitriy Molchanov	Access Devices	Focus
Q1 2011	<i>Portable Navigation Devices Are Left High and Dry</i>	This report examines the integration of portable navigation devices into the smartphone.	Dmitriy Molchanov	Access Devices	Focus
Q1 2011	<i>Business Mobility Power Struggle: Platforms vs. Apps vs. Devices</i>	This report makes sense of the varying market approaches for mobile business solutions, looking at platform-centric, application-centric and device-centric approaches.	Eugene Signorini	Enterprise Mobility	Focus
Q1 2011	<i>Enterprise Mobility Trends from MWC</i>	This report provides analysis of key enterprise mobility developments from Mobile World Congress.	Eugene Signorini	Enterprise Mobility	Focus

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Q1 2011	<i>Battle at the Demarc</i>	Carrier Ethernet service demarc is a hotly contested, highly competitive market. In this report, we look at the vendors and products playing in this market, their differentiators and market share, and which are best positioned for the future.	Jennifer Pigg	Core Transport Network	Anchor
Q1 2011	<i>Free Space Optics: Coming Around Again?</i>	This report takes a look at recent product introductions in the FSO space that promise to overcome the distance performance issues of earlier solutions. We examine the price/performance characteristics of these products and assess their ability to compete for mobile backhaul contracts.	Jennifer Pigg	Core Transport Network	Focus
Q1 2011	<i>Outsourcing Mobile Backhaul</i>	Cable companies, tower operators, wholesale operators and local exchange companies are all competing for a piece of the mobile backhaul pie. In this report, we examine the market for managed backhaul services and evaluate what solutions are winning in the market and why.	Jennifer Pigg	Core Transport Network	Anchor
Q1 2011	<i>M2M Device Certification</i>	This report outlines one of the major hurdles facing potential M2M players and looks at efforts to streamline the process, including Verizon's ODI.	John Keough	Access Devices	Focus
Q1 2011	<i>Scalability Issues and Embedded Devices</i>	This report examines the feasibility of M2M solutions involving massive quantities of assets, as well as implications for bandwidth demand and module pricing.	John Keough	Enterprise Mobility	Focus
Q1 2011	<i>Telemedicine: Who Will Pay for It, and Who Will Be Held Liable?</i>	This report focuses on major challenges facing M2M in the health-care vertical, including questions regarding insurance coverage and carrier liability.	John Keough	Mobile Applications	Anchor
Q1 2011	<i>Leaders in Managed Mobility</i>	This report compares managed mobility offers from a variety of managed mobility vendors with the intent of identifying leaders and laggards.	Joshua Holbrook	Enterprise Mobility	Anchor
Q1 2011	<i>The Benefits of 4G</i>	This case study of a 4G user focuses on how 4G has helped improved corporate efficiency.	Joshua Holbrook	Enterprise Mobility	Focus
Q1 2011	<i>The Future of Mobile Middleware</i>	This report explores how mobile middleware solutions will evolve in order to adapt to the consumerization trend. We focus on the impact of the consumerization of RIM, Microsoft and others.	Joshua Holbrook	Enterprise Mobility	Focus
Q1 2011	<i>Finding a Business Case for Femtocells and Wi-Fi for Mobile Broadband</i>	This report investigates femtocells' critical role in advanced RAN designs.	Ken Rehbehn	Advanced RAN	Anchor
Q1 2011	<i>In-App Billing</i>	This report evaluates opportunities to pay for goods and services within mobile applications.	Nick Holland	Mobile Transactions	Focus

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Q1 2011	<i>Mobile P2P in Developing Countries: Where Is This Working?</i>	This report scopes adoption levels of P2P mobile transactions in developing markets, assessing where these programs have been effective and why.	Nick Holland	Mobile Transactions	Anchor
Q1 2011	<i>Anywhere Network Business Models</i>	This report outlines several new business model opportunities available to network owners, including two-sided business models, application stores, M2M, health care, Web 2.0 and open access.	Sandra Palumbo	Service Delivery Architecture	Anchor
Q1 2011	<i>Customer Experience Management: A Model for Success</i>	This customer experience management report provides a holistic look at products/services, technology, processes, ecosystem and data.	Sheryl Kingstone	Network Software Systems	Anchor
Q1 2011	<i>Subscriber Data Management Goes Personal</i>	Network operators have a wealth of information about their subscribers, from basic data to each subscriber's presence, device and network usage, and location. In this report, we look at how monetizing the data and uncovering the subscriber information is the new "oil."	Sheryl Kingstone	Network Intelligence	Focus
Q1 2011	<i>4G Requirements for Fulfillment and Activation</i>	This report investigates best practices related to fulfillment and activation on the path to 4G.	Susan McNeice	Network Software Systems	Focus
Q1 2011	<i>Billing Market Update: The Migration to Real Time</i>	This report explores the impact of an ever-increasing requirement to support real-time billing and charging models.	Susan McNeice	Network Software Systems	Anchor
Q1 2011	<i>Controlling the Control Plane and the Future of Policy Management</i>	The migration to higher speed networks combined with the requirement to support new users and enable new device types is creating major subscriber management and signaling challenges. This report evaluates whether a next-generation control plane/policy management system is the answer. Will such systems be stand-alone or integrated? Are these systems key to providing Anywhere, and what should SPs do about them?	Ted Julian	Network Software Systems	Anchor
Q1 2011	<i>Net Neutrality, DPI and Network Policy: Where Is It Going?</i>	This report examines the current state of the net neutrality and deep packet inspection war and details where it is headed. Should SPs throttle traffic with impunity, or are they better off providing equitable access to all users and traffic to keep the feds off their back?	Ted Julian	Mobile Security, Network Intelligence	Focus
Q1 2011	<i>Yankee Group Anywhere Scorecard: Content Delivery Networks, 2010</i>	After a tumultuous year in the content delivery network space, Yankee Group provides an update to its Anywhere Scorecard for CDNs.	Terry Cudmore	Network Software Systems	Scorecard

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Q1 2011	<i>Managed Services in IPTV</i>	As IPTV vendors expand their ecosystems, many of the largest are increasingly relying on services for additional revenue. Yankee Group looks at the opportunity for vendors to employ managed services with IPTV operators in different global markets.	Vince Vittore	Service Delivery Architecture	Anchor
Q1 2011	<i>Tru2way: Will It Ever Take Off?</i>	Tru2way (OCAP) has struggled to gain a toehold in the market as interactive TV is beginning to take off. Yankee Group examines the market for tru2way devices.	Vince Vittore	Service Delivery Architecture	Focus
Q1 2011	<i>Leaping Across the Digital Divide</i>	This report tackles the question of whether the gaps between rich nations and poor ones and the gaps within countries between urban and rural areas are widening or narrowing.	Wally Swain	Advanced RAN	Focus
Q1 2011	<i>Enterprise Video Taxonomy</i>	This report provides an overview of the different forms of enterprise video and the role it plays in collaboration.	Zeus Kerravala	Unified Communications	Focus
Q2 2011	<i>Compress to Succeed, Compress to Survive</i>	As consumer data usage and media files outpace the speed improvements of mobile networks, this report explores how dynamic compression of messaging, media and Internet browsing will become fundamental to the future of operators and OEMs alike.	Andy Castonguay	Access Devices	Anchor
Q2 2011	<i>The Strategic Rise of WLAN and PAN Connectivity in Devices</i>	This report analyzes the expanding role of connectivity in parallel to the wide-area network as a catalyst for profitability and user experience improvement.	Andy Castonguay	Access Devices	Anchor
Q2 2011	<i>FTTH Trends in Asia</i>	This report addresses topics from the FTTH Council Asia Conference.	Benoît Felten	Broadband	Anchor
Q2 2011	<i>Outsourced Network Management in NGA</i>	Yankee Group explores examples and solutions of outsourced NGA networks.	Benoît Felten	Broadband	Anchor
Q2 2011	<i>IMS Market Update</i>	This report provides an overview of the IMS industry landscape related to FMC, VoLTE and vendor positioning, as well as a 2011 outlook.	Brian Partridge	Service Delivery Architecture	Anchor
Q2 2011	<i>OneAPI Checkpoint</i>	The GSMA-led OneAPI initiative has been through its initial phase. This report explores key lessons on technical and commercial issues around asset exposure and process.	Brian Partridge	Service Delivery Architecture	Focus
Q2 2011	<i>Service Delivery Platform 4.0: Preparing the SDP for 4G Services</i>	This report investigates the service layer strategy required to profit from LTE deployments.	Brian Partridge	Service Delivery Architecture	Anchor

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Q2 2011	<i>Cloud Markets: Running with the Bulls?</i>	Lack of interoperability, technical standards and common commercial terms were key problems identified in 2010's "Commoditizing the Cloud" report. Here we assess supply-side activity to enhance trading liquidity in cloud services.	Camille Mendler	Cloud Computing	Anchor
Q2 2011	<i>Infrastructure Sharing: New Models, New Challenges</i>	This report assesses progress, permutations and benefits of infrastructure sharing models in several geographies, including various regulated and free market joint venture examples, as discussed in our 2010 "Evolving Service Provider Business Models" report.	Camille Mendler	Service Delivery Architecture	Anchor
Q2 2011	<i>MVNOs: Thorn in the Side or Revenue Engine?</i>	Ongoing regulatory change is driving growth of new MVNOs in emerging and saturated mobile markets. This report examines how CSPs should align wholesale portfolios to serve different MVNO segments for mutual success.	Camille Mendler	Service Delivery Architecture, Regulation	Anchor
Q2 2011	<i>Wholesale Applications Community: Progress Report</i>	Launched with great fanfare at MWC 2010, the WAC aims to help developers write a single application that can run across multiple mobile device platforms. Now that the group has gathered major CSPs eager to reap new revenues from content--and respond to over-the-top players--this report looks at what the group has achieved.	Camille Mendler	Mobile Applications	Focus
Q2 2011	<i>Digital Advertising 2011 Update</i>	The Internet's attack on the TV advertising business gained ground in 2010, and now mobile advertising is gaining TV dollars too. This report looks at whether TV can regain consumer attention.	Carl Howe	Digital Media and Advertising	Anchor
Q2 2011	<i>Updating the Mobile App Store Forecast</i>	This report includes an analysis of the mobile app landscape and update of our mobile app forecast.	Carl Howe	Mobile Applications	Focus
Q2 2011	<i>Business Intelligence in Enterprise Mobility Apps: A Case Study</i>	This report provides an in-depth look at innovations in enterprise mobility apps delivering BI.	Chris Marsh	Mobile Applications	Focus
Q2 2011	<i>Elevating Mobility Data to a Strategic Asset in Enterprises Through the Potential of Mobility BI</i>	This report considers enterprise mobility business intelligence (BI) apps and the potential for BI integration of rich streams of enterprise mobility data into ERP systems.	Chris Marsh	Mobile Applications	Anchor
Q2 2011	<i>Enterprise Mobility at Mobile World Congress (MWC) 2011</i>	This report reviews announcements and developments coming out of MWC 2011 and discusses what might be in store for enterprise mobility for the year and beyond.	Chris Marsh	Enterprise Mobility	Focus

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Q2 2011	<i>The Potential and Challenges for Context-Awareness in Enterprise Mobility Apps</i>	This report examines the opportunities for context to enhance existing enterprise apps and the implications for business process improvements.	Chris Marsh	Mobile Applications	Anchor
Q2 2011	<i>4G Lessons So Far</i>	This report reviews key lessons learned from early 4G deployments and pilots.	Declan Lonergan	Mobile Internet Services	Focus
Q2 2011	<i>European Mobile Market Forecast</i>	This market forecast includes commentary on key market drivers.	Declan Lonergan	Mobile Internet Services	Anchor
Q2 2011	<i>Who's Winning the European Mobile Apps War?</i>	This report reviews who's succeeding in mobile apps in Europe.	Declan Lonergan	Mobile Internet Services	Focus
Q2 2011	<i>Designing Product Pricing Packages with WAN in Mind</i>	This report examines ways in which device manufacturers can price WAN connectivity into their devices. It specifically examines the feasibility of pricing packages like those seen on the iPad and Plastic Logic's QUE. Can other devices also be sold with two price tags--one that includes WAN connectivity and another that doesn't?	Dmitriy Molchanov	Consumer Pricing and Packaging	Anchor
Q2 2011	<i>Understanding Home Health Care Monitoring Devices</i>	This report examines which devices health care monitoring services can integrate with.	Dmitriy Molchanov	Access Devices	Focus
Q2 2011	<i>Wireless Standards in the Home</i>	This report evaluates DLNA, Zigbee and Bluetooth penetration in the home.	Dmitriy Molchanov	Access Devices	Focus
Q2 2011	<i>Enterprise Mobility Trends from CTIA 2011</i>	This report provides analysis of key enterprise mobility developments from CTIA's spring event.	Eugene Signorini	Enterprise Mobility	Focus
Q2 2011	<i>Who Is Winning the Mobile OS War Within the Enterprise?</i>	This report examines how the battle for smartphone domination within the business market is shaping out, including an analysis of competitors such as RIM BlackBerry, Windows Phone, Apple, Palm, Nokia and Android.	Eugene Signorini	Enterprise Mobility	Anchor
Q2 2011	<i>Mobile Backhaul Market Update</i>	Our annual update on mobile backhaul looks at mobile data traffic trends, changes in backhaul speeds, technologies and transport, and carrier backhaul spending.	Jennifer Pigg	Core Transport Network	Anchor
Q2 2011	<i>The Optical Frontier</i>	How are we building the LTE core? This report examines the products and technologies that will support the converged voice/video/data/mobile/fixed network.	Jennifer Pigg	Core Transport Network	Focus
Q2 2011	<i>Implementing M2M: Models Welcome</i>	This report explores the effectiveness of various current business models (pay-per-use, flat-rate description, etc.) and explores opportunities for innovative new models.	John Keough	Access Devices	Focus

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Q2 2011	<i>M2M and the Smart Grid: What's the Winning Strategy for Utilities?</i>	Primarily focused on the relationship between major utilities and carriers, this report evaluates whether utilities should build their own networks, partner with carriers or rent bandwidth.	John Keough	Enterprise Mobility	Anchor
Q2 2011	<i>M2M Benefits for Manufacturers</i>	Highlights benefits of M2M solutions for manufacturers, including improved efficiency, less churn and more consumer feedback.	John Keough	Enterprise Mobility	Focus
Q2 2011	<i>Drivers of Managed Mobility</i>	This analysis of our recent survey results assesses the drivers of adopting a managed mobility service.	Joshua Holbrook	Enterprise Mobility	Anchor
Q2 2011	<i>Perceptions of 4G Leadership</i>	In 2010, we did an analysis of end-users' perceptions of the leading operators in 4G. Now that Sprint has been at it for a year and Verizon has launched LTE, we reassess the work.	Joshua Holbrook	Enterprise Mobility	Focus
Q2 2011	<i>The Outsourcing of Mobility</i>	This case study profiles a company that has outsourced the procurement, management and provisioning of mobile services.	Joshua Holbrook	Enterprise Mobility	Focus
Q2 2011	<i>Cloud Computing Scorecard Update</i>	This report updates the 2010 Cloud Computing Scorecard.	Joshua Holbrook*	Cloud Computing	Scorecard
Q2 2011	<i>Cloud Computing Survey</i>	This report analyzes Yankee Group's second annual Enterprise Cloud Computing FastView Survey.	Joshua Holbrook*	Cloud Computing	Anchor
Q2 2011	<i>LTE RAN Vendor Scorecard</i>	This scorecard report will rank LTE UTRAN vendors, including Ericsson, Alcatel-Lucent, Huawei, ZTE, NEC and Nokia Siemens.	Ken Rehbehn	Advanced RAN	Scorecard
Q2 2011	<i>Mobile Device Lockdown</i>	As mobile devices become vehicles for both physical and virtual domain transactions, criminals will increasingly attempt to access mobile devices and networks. This report examines the main vulnerabilities and what can be done to stop m-transaction crimes.	Nick Holland	Mobile Transactions	Anchor
Q2 2011	<i>Non-NFC Payment Alternatives: Is There Any Point?</i>	This report assesses 2-D bar codes, Bluetooth and other interim technologies as a means of cutting the time to m-payments.	Nick Holland	Mobile Transactions	Focus
Q2 2011	<i>Trusted Service Managers: Bridging Telcos and Banks for Payment Processing</i>	As banks and telcos increasingly move into similar turf, TSMs are springing up as mediators. This report evaluates the need for these entities.	Nick Holland	Mobile Transactions	Focus
Q2 2011	<i>Channel Integration Scorecard: CSP Requirements, Vendor Solutions</i>	This report looks at the cross-channel retailer and the needs of selling and servicing across all interaction channels, from assisted service to self-service, along with indirect channels.	Sheryl Kingstone	Network Software Systems	Scorecard

Yankee Group Planned Upcoming Research, Q3 2010 through Q2 2011



Q2 2011	<i>Customer Self-Service and CSPs</i>	This report looks at self-service for business and consumer subscribers.	Sheryl Kingstone	Network Software Systems	Focus
Q2 2011	<i>Partner Management: The Misunderstood BSS Function</i>	This report explores the best practices partner management functionality with a collection of best practices gleaned from the industry.	Susan McNeice	Network Software Systems	Focus
Q2 2011	<i>Real-Time: OSS/BSS as the Engine of Change</i>	This report addresses the strategic role that OSS/BSS transformation can play as a catalyst for organizational and business model change.	Susan McNeice	Network Software Systems	Anchor
Q2 2011	<i>The CSP as Retailer: Maturation of Guided Interaction Solutions</i>	This report explores the evolution of service catalog strategy as service providers become retailers of digital goods.	Susan McNeice	Network Software Systems	Focus
Q2 2011	<i>Telcos and CDNs</i>	This update on the landscape of the telco industry focuses on the choice of building internal CDNs or partnering with over-the-top CDN offerings.	Terry Cudmore	Service Delivery Architecture	Focus
Q2 2011	<i>Where Telcos Stand with Targeted Advertising</i>	This update on the state of targeted advertising evaluates how close telcos are to realizing a profit.	Terry Cudmore	Service Delivery Architecture	Anchor
Q2 2011	<i>Cloud Computing Envelops Video</i>	This report look at remote DVR--just the start of a trend where more intelligence and control of the video experience will be moved out of the home.	Vince Vittore	Service Delivery Architecture	Anchor
Q2 2011	<i>DOCSIS 3.0 Report Card</i>	With DOCSIS 3.0 deployment well under way, we examine the winners and losers.	Vince Vittore	Consumer Access Services	Focus
Q2 2011	<i>Interactive TV: Are We There Yet?</i>	Interactive TV has taken more twists and turns than your average daytime soap opera. Yankee Group assesses the state of interactive TV and its impact on service providers.	Vince Vittore	Consumer Access Services	Anchor
Q2 2011	<i>The Business Case for nPVR</i>	On the surface, network-based PVR seems like a no-brainer. But in this report, we investigate why not every operator is moving on the opportunity--in part because the business case doesn't always make sense.	Vince Vittore	Service Delivery Architecture	Anchor
Q2 2011	<i>Smartphones for Smart Wallets</i>	This report evaluates how smartphones are entering budget-conscious emerging-markets consumers' homes.	Wally Swain	Access Devices	Focus
Q2 2011	<i>Converged Data Center</i>	This report looks ahead at how the data center will transform as organizations implement private clouds.	Zeus Kerravala	Cloud Computing	Focus
Q2 2011	<i>Social Media in the Enterprise</i>	This report will look at the impact that social networking is having on the UC market.	Zeus Kerravala	Unified Communications	Focus