

# Yankee Group Planned Upcoming Research, Q4 2009 through Q3 2010



Expected Publish Date	Research Category	Lead Author	Title	Description	Report Type
2009 Q4	Cloud Computing	Agatha Poon	<i>Cloud Computing Best Practices in Emerging Markets</i>	This report will discuss the use of cloud computing in emerging economies, using two country-specific case studies to define its business value and bring together lessons learned.	Focus
2009 Q4	Cloud Computing	Agatha Poon	<i>Cloud Executives Speak Out: Defining 2010 Milestones</i>	This report will discuss the perspectives of some of the leaders in cloud services and what to look for in the coming year.	Focus
2009 Q4	Cloud Computing	Agatha Poon	<i>Mastering Application Performance for Agility</i>	This report will examine the value of application performance in transforming corporate businesses and identify the impacts of application performance on distributed enterprises. We will also review competitive services offerings and examine how service providers stack up to meet the diverse needs of enterprises.	Anchor
2009 Q4	Mobile Applications	Andy Castonguay	<i>Anywhere Scorecard: Advanced OS Platforms</i>	This report will provide a comprehensive assessment of strategic positioning of the market's top advanced OS platforms.	Scorecard
2009 Q4	Access Devices	Andy Castonguay	<i>Device Content Management Strategies</i>	The mobile industry is quickly developing competing solutions for device backup services that will pit operators against device manufacturers. This report looks at who will win.	Anchor
2009 Q4	Network Software Systems	Arindam Banerjee	<i>OSS Event Analysis</i>	This report will provide an overview of the Telemanagement Forum's OSS show and evaluate its strengths and opportunities.	Focus
2009 Q4	Network Software Systems	Ashvin Vellody	<i>Business Process Management: Will It Thrive or Just Survive in the Back Office?</i>	Business process management has promise in other industry sectors. This report will examine its relevance in the service provider's back-office software stack.	Focus
2009 Q4	Network Software Systems	Ashvin Vellody	<i>Event-Driven Architecture for BSS/OSS</i>	This report will describe the use of the event stream processing paradigm and assess its applicability in the Anywhere Software domain.	Focus
2009 Q4	Wireline Access	Benoit Felten	<i>Next-Generation Broadband Utopia</i>	This report will show how next-generation access is a vector of growth for the wider economies.	Anchor
2009 Q4	Cloud Computing	Benoit Felten	<i>SoHo: The Great Missed Opportunity</i>	The SoHo market has been underserved for so long. In the context of FTTH deployment, there is a new opportunity for service providers to set things right with the right product portfolio and go-to-market strategy.	Anchor
2009 Q4	Wireline Access	Benoit Felten	<i>The Opportunity for Wider Economy Services</i>	Although the revenue upswing from copper to fiber may exist, it's unlikely to pay for the investment in laying out the network. This report will examine other revenue streams from players outside the telecom and media industries.	Anchor
2009 Q4	Wireline Access	Benoit Felten	<i>When FTTH Cannibalizes FTTO</i>	FTTH can seriously cannibalize the (comfortable) FTTO revenue that businesses have been making for some years. This report will offer some strategies that will allow providers to alleviate or compensate for that.	Focus

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2009 Q4	Service Delivery Architecture	Brian Partridge	<i>Anywhere Scorecard: Service Delivery Platforms</i>	There are many vendors of SDPs—large and small, network and IT. This scorecard will rate them according to Anywhere benchmarking.	Scorecard
2009 Q4	Service Delivery Architecture	Brian Partridge	<i>Ericsson IMS Developer Forum: Exploring the IMS Business Case that Works Today</i>	This report will examine a handful of service providers that have deployed an IMS network, and explore its business model and how it is or isn't allowing them to deliver on the Anywhere Network vision.	Focus
2009 Q4	Service Delivery Architecture	Brian Partridge	<i>Preparing for 4G Video Services</i>	Mobile IP traffic will be dominated by video in 2013. This report will discuss how network operators need to begin planning today for the business models and network architectures to make video services profitable without overloading the network.	Focus
2009 Q4	Mobile Internet Services	Camille Mender	<i>Hidden Ecosystem: The IPX Power Play</i>	This report highlights how behind-the-scenes IP "interconnect" mechanisms are governing the delivery and monetization of consumer and enterprise mobile services. Particular focus will be on the GSMA-backed IPX standard, which establishes end-to-end SLAs for delivery and settlement of wholesale voice and data transactions. New IPX players will be profiled and assessed for strengths and weaknesses.	Anchor
2009 Q4	Cloud Computing	Camille Mender	<i>SaaS Portfolio Review: Serving the Enterprise and SMB</i>	This report will provide a SaaS portfolio review of 20 leading global CSPs (in Europe, North America and Asia), leveraging audits of existing partnerships with cloud vendors. It will highlight SMB versus Enterprise-focused bundles to uncover key functionality gaps and biases.	Anchor
2009 Q4	Consumer Access Services	Carl Howe	<i>How Anywhere Economies Have Changed</i>	The economic downturn slowed progress toward the Anywhere tipping point but didn't stop it. This report will discuss how ubiquitous connectivity in Europe and Asia has already changed consumer behavior.	Focus
2009 Q4	Consumer Access Services	Carl Howe	<i>New Consumer Survey Insights</i>	The credit crunch has changed how and what consumers are buying. This report will note the new trends emerging from our consumer attitude and behavior surveys.	Focus
2009 Q4	Digital Media and Advertising	Carl Howe	<i>Out, Out, Damned Spotify</i>	This report will analyze why music-streaming service Spotify will struggle to repeat its European success when it launches in the U.S.	Focus
2009 Q4	Access Devices, Broadband, Consumer Access Services, Consumer Pricing and Packaging, Converged Consumer Applications	Christopher Collins	<i>2010 Predictions</i>	The economic downturn hurt consumers and their adoption of the Anywhere Network in 2009. But with new connected devices and broadband options, this report will show that 2010 is looking up.	Anchor
2009 Q4	Converged Consumer Applications	Christopher Collins	<i>Holiday Shopping Analysis</i>	Timed to coincide with Black Friday, this report will examine how the convergence of technology (LBS, comparison shopping, etc.) is changing shopping.	Focus

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2009 Q4	Consumer Access Services	Christopher Collins	<i>Mobile Phone 2.0</i>	If the dot-com bubble produced Web 2.0, will this economic downturn produce Mobile 2.0? This report discusses this question.	Focus
2009 Q4	Converged Consumer Applications	Christopher Collins	<i>Next Generation of Connected Digital Services</i>	This report will show how two shifts—from analog to digital and product to services—are driving the growth of connected digital services.	Anchor
2009 Q4	Consumer Pricing and Packaging	Christopher Collins	<i>Prepaid and Hybrid Market Summary</i>	The prepaid market is growing at four times the rate of postpaid. By 2010, it will constitute 20 percent of the overall market (up from 17 percent now). This report will look at where this growth will come from.	Anchor
2009 Q4	Consumer Access Services	Declan Lonergan	<i>Mobile Messaging Future</i>	This report will address how mobile messaging can avoid commoditization.	Focus
2009 Q4	Consumer Access Services	Declan Lonergan	<i>Pricing Strategies for Successful Consumer Services</i>	This report will discuss the criteria for effective pricing of consumer services.	Anchor
2009 Q4	Consumer Access Services	Declan Lonergan	<i>Q2 Mobile Metrics Update</i>	This report will discuss how European MNOs have performed during Q2 2009 and the implications for the remainder of 2009.	Focus
2009 Q4	Regulation	Dianne Northfield	<i>Cultures Collide as the Smart Grid Takes on Steam</i>	Regulatory worlds will collide as the smart grid embraces telecoms and IT. This report will discuss how risk-averse and rigidly regulated utilities will demand that telecom operators adopt new business models to ensure that partnerships enable utilities to continue to meet stringent regulatory compliance requirements. At the same time, it will show how utility regulation will be forced toward greater flexibility, notably in relation to regulatory approval of technology purchases, utility cost recovery and retail pricing.	Anchor
2009 Q4	Regulation	Dianne Northfield	<i>Mobile Broadcasting Regulation</i>	The key enablers of mobile TV are regulators. Their decisions on the allocation of frequency band(s), amounts of spectrum and the timing of allocations are central to business planning and the development of viable business models. Their decisions on licensing—to whom, how and under what conditions—are equally important in terms of the viability of mobile TV itself, and in terms of shaping the future competitive environment. This report will provide a review of mobile TV regulatory debates and policies in a selection of nations around the world.	Anchor
2009 Q4	Regulation	Dianne Northfield	<i>The Inevitable Shift Toward Infrastructure Sharing</i>	This report will map the growing tide of regulated infrastructure-sharing mandates across fixed and wireless networks, and active and passive infrastructure. The focus will be on best practice models.	Anchor
2009 Q4	Regulation	Dianne Northfield	<i>Update on the Network Neutrality Debate</i>	This report will examine the status of the network neutrality debate in the U.S. following the FCC's Comcast decision. We will also explore how the debate is playing out in other nations, notably in Canada, Japan and Europe.	Anchor

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2009 Q4	Enterprise Mobility	Eugene Signorini	<i>Can Carriers Deliver on Anywhere for Business?</i>	This report will examine the role of service providers in delivering strategic mobility solutions for business customers.	Anchor
2009 Q4	Enterprise Mobility	Eugene Signorini	<i>Six Characteristics of the Anywhere Enterprise</i>	This report will outline the six characteristics exhibited by Anywhere Enterprises, the benefits of becoming an Anywhere business, and the steps enterprises can take today to drive down the path to Anywhere.	Anchor
2009 Q4	Core Transport Network	Jennifer Pigg	<i>Anywhere Scorecard: Carrier Ethernet Transport</i>	Carrier Ethernet is a bright spot in the dreary revenue forecasts of 2009, and everyone claims to have the best mouse trap for this market. In this report, we will evaluate the dominant solutions and potential contenders on the basis of product features, scalability, company stability, price, facilities costs, etc.	Scorecard
2009 Q4	Core Transport Network	Jennifer Pigg	<i>The Price of Backhaul</i>	This report will examine the costs, advantages and limitations of microwave, fiber and copper on the media side and DSL, TDM and Ethernet on the technology side.	Anchor
2009 Q4	Network Software Systems	Jon Paisner	<i>Designing an Agent Network for Mobile Money</i>	Western Union has an agent network established to retrieve cash from international remittances. This report will examine whether a type of mobile network can be used to disintermediate the established network.	Anchor
2009 Q4	Network Software Systems	Jon Paisner	<i>Different Flavors of Revenue Assurance</i>	This report will discuss fraud and the revenue assurance strategies critical for the success of the Anywhere Network.	Focus
2009 Q4	Network Software Systems	Jon Paisner	<i>Fixed Line Enterprise Portal: Year 5</i>	Yankee Group will be evaluating and ranking carrier enterprise self-service portals for the fifth consecutive year.	Anchor
2009 Q4	Network Software Systems	Jon Paisner	<i>Social Network Analysis</i>	Analyzing social calling patterns provides opportunities to reduce fraud and increase revenue, but what happens when consumers find out and express concerns about privacy? This report will examine the ramifications.	Anchor
2009 Q4	Enterprise Mobility	Joshua Holbrook	<i>Millennials Invade the Workforce</i>	Millennials are living life on their terms, and enterprises will be forced to reckon with them because they have demographics on their side. The workforce is aging and millennials are fickle, and this report will show how enterprises must alter technology to meet millennial expectations.	Focus
2009 Q4	Broadband	Joshua Holbrook	<i>Mobile Broadband Business Models</i>	This report will discuss how mobile broadband will be transformed by new business models such as the Kindle.	Focus
2009 Q4	Mobile Applications	Joshua Holbrook	<i>The 3G-Remote Access Marriage</i>	This report will show how the 3G-remote access marriage is important to enterprise mobility.	Focus
2009 Q4	Infrastructure and Security	Phil Hochmuth	<i>Anyone Can Work Here: How the Anywhere Network Transforms Workers and the Workplace</i>	Enterprises are opening up internal IT and data center resources to a wide range of mobile workers, external partners and other groups operating outside the traditional corporate and network boundaries. This report will examine the network and security architectures required to support such an environment.	Anchor

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2009 Q4	Cloud Computing	Phil Hochmuth	<i>Anywhere Scorecard: Virtual Desktop Infrastructure</i>	Based on Yankee Group's scorecard methodology, vendors offering virtual desktop and application virtualization solutions will be analyzed and evaluated.	Scorecard
2009 Q4	Infrastructure and Security	Phil Hochmuth	<i>Security Infrastructure Vendors Find Strength in Clouds</i>	This report will examine how makers of such platforms as Web filtering, anti-spam, anti-virus and others are using cloud-based architectures to make their products stronger.	Focus
2009 Q4	Cloud Computing	Phil Hochmuth	<i>State of the Anywhere Desktop: Reports from the Field</i>	This report will include case studies of enterprises that have deployed virtual desktop infrastructures (VDIs) and application streaming.	Focus
2009 Q4	Cloud Computing	Phil Hochmuth	<i>The Network Is the Computer, Redux</i>	This report will show that to support a mobile, Anywhere workforce with virtualized desktop and application services, enterprises must build WAN, application and protocol acceleration for these services into the network layer.	Focus
2009 Q4	Service Delivery Architecture	Phil Marshall	<i>Anywhere Network Investor's Dilemma Update</i>	The Anywhere Network is revolutionizing the way the world's consumers and enterprises work, play and compete. This report will identify the key network technologies and architectures that will drive this transformation, including the access network, core communications, service control and orchestration, network software systems and the devices that enable this experience for the end customer.	Anchor
2009 Q4	Broadband	Phil Marshall	<i>Organizational Structures Must Lead Service Provider Transformation</i>	This report will investigate appropriate organizational structures for service providers to survive in a hyperconnected environment. It will also investigate the role of outsourcing and managed services in gaining a competitive market position.	Anchor
2009 Q4	Mobile Applications	Sheryl Kingstone	<i>Storyboarding a Mobile Sales Application</i>	This report will explore the use of a mobile composite application and explain how to design an application using mobile middleware components and mashups.	Anchor
2009 Q4	Enterprise Mobility	Sheryl Kingstone	<i>The Mobile Worker's Demand for New Applications and the Impact on ISVs and Enterprise Processes</i>	This report will discuss the mobile worker's demand for new applications and the impact on ISVs and enterprise processes. We also will continue to explore different tools to build Anywhere Applications.	Focus
2009 Q4	Mobile Applications	Sheryl Kingstone	<i>The Tipping Point for the Adoption of Mobile Customer Service and Marketing Applications</i>	Which applications will have the highest impact on companies advancing toward the Anywhere Enterprise? Highlights will include mobile self-service and the state of mobile marketing to customers and consumers. This report will also discuss the use of multimodal self-service (IVR, mobile, Web), knowledge-driven interactions, assisted and self-service forums and chat/customer collaboration.	Anchor
2009 Q4	Mobile Applications	Sheryl Kingstone	<i>Using Mobility to Improve Sales Effectiveness</i>	This report will present a data-driven analysis of mobile sales effectiveness.	Focus

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2009 Q4	Mobile Applications	Sheryl Kingstone	<i>Will SaaS Overtake Traditional Enterprise Applications?</i>	This report will review the demand for SaaS and highlight the evolution and shift toward this concept. The report will include data from 2008 primary research, along with a review of current ISVs.	Focus
2009 Q4	Enterprise Mobility	Steve Hilton	<i>SMB Product Test</i>	This report will present another mobility-centric solution from the SMB test panel.	Anchor
2009 Q4	Enterprise Mobility	Steve Hilton	<i>UK SME Productivity Gains from Mobile Tools</i>	This report will discuss the productivity gains from SMEs using mobile and Web 2.0 tools, and the implications for the smaller enterprise.	Focus
2009 Q4	Enterprise Mobility	Steve Hilton	<i>Who Buys What? A 2009 View of SMB Technology Spending</i>	Using 2009 U.S. SMB survey data, this report will create a snapshot of spending and the impacts of the economy.	Anchor
2009 Q4	Regulation	Vince Vittore	<i>Stimulus at the Halfway Point</i>	As we close out 2009, many nations are on the verge of their second post-stimulus year. Yankee Group looks at the impact the various stimulus packages have had on next-generation access deployment.	Anchor
2009 Q4	Broadband	Vince Vittore	<i>SUPERCOMM Show Note</i>	This update from SUPERCOMM will analyze the latest news and the impact of Anywhere on broadband.	Focus
2009 Q4	Access Devices	Wally Swain	<i>iPhone in Emerging Markets: One Year After Launch</i>	The iPhone launched in emerging markets in July and August 2008. In some markets, the early comments expressed disappointment with sales. One year after launch, we will look at what the iPhone has meant in terms of operator sales and consumer behavior.	Focus
2009 Q4	Unified Communications	Zeus Kerravala	<i>Video Definitions Guide</i>	This report will define the various technologies that make up visual communications.	Anchor
2010 Q1	Cloud Computing	Agatha Poon	<i>Bridging the Technology Gap Between Public and Private Clouds</i>	This report will review pioneer projects being implemented by providers to address cloud interoperability and portability. Based on real-world case studies, we will identify key operational imperatives that help shape a highly scalable and interoperable infrastructure, as well as the timeline for implementation.	Anchor
2010 Q1	Cloud Computing	Agatha Poon	<i>Sizing the Market Opportunities of Cloud Infrastructure Services</i>	This report will provide a five-year forecast to illustrate the market potential of cloud-based infrastructure services.	Focus
2010 Q1	Access Devices	Andy Castonguay	<i>Advanced OS Application Store Platforms: State of the Union</i>	This report will analyze market share changes in the advanced OS application store platform landscape.	Focus
2010 Q1	Access Devices	Andy Castonguay	<i>NFC Market Evolution</i>	This report will examine the market for NFC devices, which will most likely begin to gain traction at the end of 2009.	Focus
2010 Q1	Access Devices	Andy Castonguay	<i>The Leading Edge of Portable Computing Device Design</i>	As the battle between netbooks, smartbooks and other devices heats up, this report will examine what design features and packaging details are attracting the right consumers.	Anchor
2010 Q1	Network Software Systems	Arindam Banerjee	<i>Anywhere Scorecard: Billing and Mediation Market</i>	This report will rank leading billing and mediation vendors, and point out the winners and laggards.	Scorecard

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2010 Q1	Network Software Systems	Arindam Banerjee	<i>OSS for 4G Deployments</i>	This report will discuss the challenges of 4G deployments in the context of OSS and point out the crucial OSS ingredients for successful 4G deployments.	Anchor
2010 Q1	Network Software Systems	Arindam Banerjee	<i>Service Assurance for NGN Services</i>	This report will discuss service assurance challenges in regard to 4G deployments and NGN services.	Focus
2010 Q1	Network Software Systems	Ashvin Vellody	<i>Search Capability Drives Content</i>	This report will describe the features of back-office search software that can enable differentiation in the marketplace.	Focus
2010 Q1	Network Software Systems	Ashvin Vellody	<i>What Is Customer Experience in BSS/OSS?</i>	The report will describe customer experience in the context of BSS/OSS. It will attempt to define the broad set of categories and parameters that should be taken into account to assess how software impacts customer experience.	Focus
2010 Q1	Cloud Computing	Benoit Felten	<i>Fiber and Cloud Will Define the Anywhere Enterprise</i>	FTTH and cloud computing will work in symbiosis to redefine the enterprise workforce. This report will examine the technological issues and rewards for enterprises that embrace the possibilities ahead of the curve.	Anchor
2010 Q1	Wireline Access	Benoit Felten	<i>Fiber in Europe: Lessons Learned</i>	This report will present lessons learned from the FTTH Council Conference in February 2010.	Focus
2010 Q1	Wireline Access	Benoit Felten	<i>Next-Generation Services Come From Sweden</i>	An examination of the Swedish service ecosystem, the disruptive services that are emerging, the business models and how service providers elsewhere might learn from Sweden.	Anchor
2010 Q1	Service Delivery Architecture	Brian Partridge	<i>2009 IMS Market Update</i>	This report will examine IMS adoption, opportunities and challenges after yet another year of trials and adoption.	Anchor
2010 Q1	Service Delivery Architecture	Brian Partridge	<i>Making the Service Delivery Platform Business Case</i>	This report will offer an investigation of the SDP business case, including one or two customer case studies.	Focus
2010 Q1	Service Delivery Architecture	Brian Partridge	<i>Transforming to Anywhere: Wider Economy Services Business Plan Analysis for Operators to Profit in Home Healthcare and Energy Management</i>	This report will provide a look at the business plan for service providers extending their role into the healthcare and utility markets.	Framework
2010 Q1	Cloud Computing	Camille Mender	<i>Regional Cloud Powerhouses: Spotlight on Asia, Europe and the Middle East and Africa</i>	Cloud computing vendors are largely U.S.-based, but demand for cloud services is global. This report focuses on the emergence of regional cloud powerhouses in Asia (SingTel, NTT, Reliance, Tata), Europe (COLT, Zimory), and the Middle East and Africa (Raqmiyat). Both commercial and selected government-driven initiatives will be reviewed.	Anchor

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2010 Q1	Enterprise Mobility	Camille Mendler	<i>The Business Case for an Enterprise MVNO</i>	Several service provider-led enterprise MVNOs have failed in the past. But what is the business case today for a service provider or, more disruptively, a large enterprise to become an enterprise MVNO? This report will examine the requisite logistics, third-party support services and potential financial outcomes to determine the logic for pursuing this approach.	Focus
2010 Q1	Service Delivery Architecture	Camille Mendler	<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" will update our telecom managed services and outsourcing forecast, with particular focus on leading vendors and applications-centric managed services deals that develop top-line revenues.	Anchor
2010 Q1	Digital Media and Advertising	Carl Howe	<i>Anywhere Advertising: 2010 and Beyond</i>	This report will examine digital advertising and the number of incremental revenue opportunities it presents for the Anywhere Network.	Anchor
2010 Q1	Digital Media and Advertising	Carl Howe	<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 will define the criteria for success for Anywhere brands and grade companies like Google, Nokia, Microsoft, AT&T and others on those criteria.	Anchor
2010 Q1	Converged Consumer Applications	Carl Howe	<i>The Rocky Road of Anywhere Media</i>	The economic downturn and cheap Internet ad rates knocked the feet out from under traditional media businesses in 2009. In this report, we will examine how media companies are regrouping for any-screen experiences, and whether the media business will bounce back.	Anchor
2010 Q1	Converged Consumer Applications	Carl Howe	<i>The State of the Union of Wired and Wireless</i>	Despite the economic downturn, we saw our first three Anywhere Economies emerge in 2009. In this report, we will examine whether there is evidence of new consumer behaviors and economic growth as the result of those countries passing the Anywhere tipping point, and if downturn slowed the progress of other countries that we expected to become Anywhere in 2010.	Focus
2010 Q1	Converged Consumer Applications	Christopher Collins	<i>Anywhere Education: Connected Digital Services in the Classroom and Home</i>	Tweens, teens and young adults spend most of their time, and get most of their information, online and on the mobile Web. But school systems have been woefully slow to adapt to this new reality. This report will present solutions that exist today and what is needed to drive Anywhere Education.	Focus
2010 Q1	Converged Consumer Applications	Christopher Collins	<i>Anywhere Health: How Connectivity Changes the Doctor-Patient Relationship</i>	Healthcare costs represent nearly 20 percent of GDP. Digital health services—to encourage treatment compliance—will be an important piece of controlling healthcare costs. This report will examine whether, in the future, consumers will actually choose their health provider based on his or her digital credentials.	Focus

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2010 Q1	Converged Consumer Applications	Christopher Collins	<i>Where Anywhere Meets Green: Energy Monitoring and Control</i>	A discussion of wireless green technology is often limited only to M2M solutions. But simple mobile applications are changing how consumers use and think about energy. As environmental and economic concerns make energy conservation more important, this report will look at whether wireless applications will be the biggest green technology.	Focus
2010 Q1	Digital Media and Advertising	Declan Lonergan	<i>European Mobile Advertising Successes</i>	Focusing on the most transformative of the three screens (mobile), this report will assess recent successes and failures.	Focus
2010 Q1	Consumer Access Services	Declan Lonergan	<i>Mobile Messaging in Decline</i>	This report will provide an evaluation of mobile messaging growth prospects.	Focus
2010 Q1	Consumer Access Services	Declan Lonergan	<i>Quarterly Mobile Market Metrics Analysis</i>	This report will provide an analysis of European mobile KPIs for Q4 2009.	Focus
2010 Q1	Regulation	Dianne Northfield	<i>Implications of the New European Regulatory Package</i>	Finally, the overhaul of the European Commission's 2002 electronic communications framework is complete. This report will take stock of the commission's final decisions and their implications for national regulators and operators in EU member states. The focus is on changes to NRA market reviews, regulatory remedies, the treatment of next-generation networks, spectrum management and copyright.	Anchor
2010 Q1	Regulation	Dianne Northfield	<i>Policy Frameworks for the Use of Unlicensed Spectrum</i>	Legacy spectrum allocation policies are in flux as the industry introduces new technologies and develops new means of using spectrum to provide new services. Spectrum sharing and license exemption, or use of unlicensed bands, are approaching as the new order of the day, replacing and ultimately making redundant exclusive use and service-specific spectrum licensing. This report will examine policy frameworks for the use of unlicensed spectrum as they evolve around the world.	Anchor
2010 Q1	Regulation	Dianne Northfield	<i>Regulators Warm to NGN Risk-Sharing Models</i>	Global economic constraints and growing recognition of the need to advance universal connectivity agendas are forcing regulators to consider risk-sharing models supporting NGN deployments. This report will examine risk-sharing/funding models as a number of nations pursue NGN initiatives.	Anchor
2010 Q1	Consumer Access Services	Eugene Signorini	<i>4G in North America: Implications for Businesses and Consumers</i>	In this report we will examine when and how 4G will impact the North American wireless landscape and what 4G means for mobile services.	Anchor
2010 Q1	Enterprise Mobility	Eugene Signorini	<i>Building the Business Case for Mobility</i>	This report will examine how business leaders can capitalize on strategic mobility investments. It will outline different business benefits associated with business mobility initiatives, discuss key performance indicators that will identify success, and create a framework for building a successful internal business case.	Anchor

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2010 Q1	Enterprise Mobility	Eugene Signorini	<i>RIM vs. Microsoft: The Battle for the Mobile Enterprise</i>	This report will examine the major mobile platform battle occurring in the enterprise, and evaluate RIM and Microsoft on their capabilities to deliver on Anywhere Applications and services. This report will also examine how these two current market leaders in the enterprise mobility space will face challenges from Apple, Android and others.	Focus
2010 Q1	Mobile Applications	Eugene Signorini	<i>Sorting Through Tomorrow's Mobile Inbox</i>	This report will examine the future of mobile e-mail and look at how both technology and the competitive landscape will evolve.	Focus
2010 Q1	Core Transport Network	Jennifer Pigg	<i>Packet Optical Transport Promise and Reality</i>	This report will examine how advances in optical switching and components enable service providers to meet the demands of a video-rich traffic stream, and will evaluate the cost or cost savings.	Focus
2010 Q1	Network Software Systems	Jon Paisner	<i>BI Goes Mobile</i>	This report will show how smartphone rollouts and the rollout of 3G networks enable business intelligence solutions on mobile devices to provide value to enterprise employees outside the office.	Focus
2010 Q1	Network Software Systems	Jon Paisner	<i>Billing and Settlement Architectures for Remote Mobile Commerce</i>	This report will show how the eroding walled garden and advancement of mobile shopping require extended billing and settlement capabilities for a hybrid prepaid/postpaid wallet.	Focus
2010 Q1	Network Software Systems	Jon Paisner	<i>Networking Costs for Delivering Mobile Transactions</i>	Carriers incur significant costs associated with rolling out mobile transaction services. This report will focus on the economics of network costs.	Anchor
2010 Q1	Enterprise Mobility	Joshua Holbrook	<i>An Overview of Key Technologies to Support a Mobile Workforce</i>	This report will assess the key security, device and application must-haves when outfitting a mobile workforce.	Anchor
2010 Q1	Enterprise Mobility	Joshua Holbrook	<i>Customer Demand Will Transform Mobile Broadband</i>	This report will detail how consumer adoption of mobile broadband for work purposes will transform how the product is priced and packaged.	Focus
2010 Q1	Enterprise Mobility	Joshua Holbrook	<i>Do Netbooks Have a Role in the Enterprise?</i>	As virtual desktops and VDI become more prevalent, IT needs to start exploring the role of netbooks in the enterprise. This report will examine who should use them and who shouldn't.	Focus
2010 Q1	Enterprise Mobility	Joshua Holbrook	<i>Fiber to the Home is Key to Enabling a Remote Workforce</i>	For a remote workforce to remain productive, it must have the right technology in place and the appropriate connectivity to enable that technology. This report will show how FTTH is key to furthering the remote working trend.	Anchor
2010 Q1	Enterprise Mobility	Joshua Holbrook	<i>Mobile Broadband Landscape</i>	This report will provide an overview of the mobile broadband landscape (service providers, OEMs, channels, products).	Anchor
2010 Q1	Enterprise Mobility	Joshua Holbrook	<i>The Workforce of Tomorrow</i>	Connectivity, environmental concerns and a shrinking workforce, among other factors, are changing the face of the enterprise. The workforce of tomorrow will be composed of free agents who roam from job to job. This report will show that enterprises need to adapt or be unable to attract talent and retain intellectual capital.	Anchor

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2010 Q1	Cloud Computing	Phil Hochmuth	<i>The SaaS Security Dilemma</i>	This report will examine the security issues and pitfalls enterprises face when adopting software as a service, and the security safeguards SaaS providers must put into place to offer a viable service.	Focus
2010 Q1	Cloud Computing	Phil Hochmuth	<i>Virtual Desktop Tips the Apple Cart for Windows Desktop Monopoly</i>	This report will discuss how VDI will disrupt Microsoft's hegemony on corporate desktops.	Focus
2010 Q1	Advanced RAN	Phil Marshall	<i>Enhanced Packet Core</i>	This report will investigate service provider demands and the strengths and weaknesses of the various solutions being offered in the marketplace.	Anchor
2010 Q1	Advanced RAN	Phil Marshall	<i>Finding a Business Case for Femtocells and WiFi for Mobile Broadband</i>	This report will investigate the critical role of femtocells in advanced RAN designs.	Focus
2010 Q1	Mobile Applications	Sheryl Kingstone	<i>The Impact of Android, iPhone and BlackBerry OSs on Enterprise Applications</i>	Changes within the mobile OS have made it easier for enterprise application ISVs to mobilize their applications for their customers. This report will highlight the changes and impacts on traditional applications transitioning to Anywhere applications.	Anchor
2010 Q1	Mobile Applications	Sheryl Kingstone	<i>The State of Anywhere Applications and Usage: A Look at the Data</i>	This report will offer insight on Anywhere Application usage based on data reported.	Focus
2010 Q1	Mobile Applications	Sheryl Kingstone	<i>The Use of Carrier Network Information to Improve the Customer Experience</i>	This report will offer a look at new tools for mobile operators to harness real-time information to improve cross-selling on mobile phones.	Focus
2010 Q1	Service Delivery Architecture	Vince Vittore	<i>Anywhere Scorecard: IPTV Vendors</i>	IPTV will hit a critical growth curve in 2010 and 2011. This report will examine which vendors are best positioned to take advantage of this.	Scorecard
2010 Q1	Broadband	Vince Vittore	<i>Cable Means Business, and This Time They Mean It</i>	Cable operators have been talking about moving into the SMB market for more than a decade, but except for Cox, they have been marginal players. This report will examine what it will take for cable to play more than a bit part and how incumbents and others should prepare for this new breed of competitor.	Focus
2010 Q1	Service Delivery Architecture	Vince Vittore	<i>IPTV: It's Not Just for Telcos Anymore</i>	Cable operators want to move to IP for all the right reasons. Yankee Group looks at the various paths to get there and who stands to benefit from the resulting transition phases.	Focus
2010 Q1	Advanced RAN	Wally Swain	<i>Leaping Across the Digital Divide</i>	This report will examine whether the gaps are widening or narrowing between rich nations and poor ones, and within countries, between urban and rural.	Focus

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2010 Q2	Cloud Computing	Agatha Poon	<i>A Fresh Perspective on Enterprise Application Management Strategy</i>	Based on Yankee Group's Enterprise Survey, we will analyze key findings and examine issues that challenge IT executives as employees demand support for and access to corporate data and applications from remote locations. We will examine the implications these issues will have on existing enterprise infrastructure. We will also identify enterprise perspectives about the selection of a preferred partner for the implementation of solutions to ensure application performance.	Focus
2010 Q2	Cloud Computing	Agatha Poon	<i>A New Spin on Application Performance Management</i>	Will the emergence of cloud-based business models present a window of opportunity for service providers? Who will be the winners and losers? In this report, we will examine a number of key aspects associated with providers business focus and their go-to-market strategies, and evaluate their business viability in the long term.	Anchor
2010 Q2	Cloud Computing	Agatha Poon	<i>Charting the Value of Cloud-Based Services for the Enterprise Workforce</i>	This report will identify the impacts cloud-based services will have on the enterprise workforce.	Focus
2010 Q2	Access Devices	Andy Castonguay	<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 will identify the key components of a successful launch campaign for iconic devices and the complex services provisioned with them.	Anchor
2010 Q2	Access Devices	Andy Castonguay	<i>Innovations in Wireless Healthcare Devices</i>	This report will examine how, with strong investments from operators, device manufacturers and the health industry, wireless communications will transform outpatient care, patient monitoring and compliance.	Anchor
2010 Q2	Network Software Systems	Arindam Banerjee	<i>Middleware Technologies of an Anywhere Network</i>	This report will discuss the importance of streamlined business process management and order orchestration leveraging middleware technologies in the context of flawless service delivery on the Anywhere Network.	Focus
2010 Q2	Network Software Systems	Arindam Banerjee	<i>Revenue Assurance Market Overview</i>	This report will discuss revenue assurance challenges in an increasingly complex third-party scenario.	Focus
2010 Q2	Network Software Systems	Arindam Banerjee	<i>Service Fulfillment Challenges in an Anywhere World</i>	This report will discuss how vendors need to tackle key service fulfillment challenges in order to exploit the full potential of the Anywhere Network.	Anchor
2010 Q2	Network Software Systems	Ashvin Vellody	<i>Anywhere Scorecard: Network Software BSS</i>	This scorecard will be based on the "Building the Anywhere Software Experience" report and+E154 will evaluate the performance of software vendors within the context of the software experience systems (SES).	Scorecard
2010 Q2	Network Software Systems	Ashvin Vellody	<i>Software Service Delivery Architecture</i>	This report will describe the common features between BSS/OSS and service delivery architecture that can enable differentiation in the marketplace.	Focus

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2010 Q2	Wireline Access	Benoit Felten	<i>FTTH Capex Spending and Implications</i>	This report will project the likely capex spending in FTTH deployment by key players and look at the wider implications for said players, vendors and the rest of the FTTx ecosystem.	Anchor
2010 Q2	Wireline Access	Benoit Felten	<i>Redefining the Role of Service Provider in a Fiber World</i>	This report will examine the necessary repositioning of service providers in the context of abundant bandwidth.	Anchor
2010 Q2	Industry Structure and Business Models	Brian Partridge	<i>Carrier Capex Update</i>	This report will provide an annual update to our carrier capex forecast.	Focus
2010 Q2	Service Delivery Architecture	Brian Partridge	<i>Service Delivery Platform Forecast Update</i>	This report will provide a refresh of our SDP forecast.	Focus
2010 Q2	Service Delivery Architecture	Brian Partridge	<i>Session Border Controllers 2.0</i>	The SDP market has gone through a shift from several point players to one dominant point player, Acme Packet, and several large TEMs integrating SBC into other network elements. This research will help understand which approach is winning.	Focus
2010 Q2	Industry Structure and Business Models	Brian Partridge	<i>Yankee Group's 2010 Global Telecommunications Capex Forecast</i>	This report will provide an update to Yankee Group's Service Provider Capex Forecast, assessing how operator spending habits have recovered since the economic collapse.	Anchor
2010 Q2	Core Transport Network	Camille Mandler	<i>Network Advantage: One Year On</i>	One year after the landmark Sprint-Ericsson Network Advantage deal, this report will examine how the outsourcing structure contributed to changing Sprint's fortunes and how it has helped Ericsson.	Focus
2010 Q2	Digital Media and Advertising	Carl Howe	<i>2010 Music and Video Forecast</i>	The online and mobile media businesses are taking off ... or are they? This report will tell the story of what's happening with video and music streaming and downloads, and update our forecasts of those markets for the Internet and mobile devices.	Anchor
2010 Q2	Digital Media and Advertising	Carl Howe	<i>Developing Mobile Infotainment</i>	Smartphones like the iPhone have been on the market for three years, and now there are many ways to buy content for them. So which content creation tools and platforms are dominant—and which ones are falling by the wayside? This report looks at how infotainment gets developed and it updates our MAMF infotainment forecasts.	Anchor
2010 Q2	Converged Consumer Applications	Carl Howe	<i>The Paradox of Location</i>	Anywhere Networks make location both more and less important. This report will examine the state of the art in location-based services for consumers.	Focus
2010 Q2	Converged Consumer Applications	Christopher Collins	<i>Alternative Pricing Models: Focus on Mobile Transactions</i>	This report will analyze the cumulative growth of and consumer frustration with subscription-based services (phone, cable, TV, radio and even Netflix) and how this is forcing vendors to experiment with alternative models, especially transactional models, but also ad-supported and government-subsidized models.	Anchor

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2010 Q2	Mobile Internet Services	Christopher Collins	<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. A new generation of intelligent peripherals will shift the focus from subscribers and ARPU to total connections and value.	Anchor
2010 Q2	Converged Consumer Applications	Christopher Collins	<i>Big Connected Consumer on Campus</i>	This report will discuss how young adults (millennials, college students) will drive the adoption of next-generation services. We will focus on the impact these consumers have when they leave school and start working.	Focus
2010 Q2	Consumer Access Services	Declan Lonergan	<i>FMC Case Studies</i>	This report will assess the major success stories in consumer FMC services.	Anchor
2010 Q2	Consumer Access Services	Declan Lonergan	<i>Mobile Broadband Cannibalizing Landline</i>	This report will examine whether MBB is really a threat to landline services.	Anchor
2010 Q2	Regulation	Dianne Northfield	<i>Global Spectrum Licensing Update</i>	Yankee Group will continue its coverage of major spectrum licensing opportunities, while identifying optimum models that are being developed and deployed globally. Here we will focus on spectrum allocations supporting mobile broadband deployments.	Anchor
2010 Q2	Regulation	Dianne Northfield	<i>Regulation Meets Business Strategies in the Migration to All-IP Networks</i>	After years of consultations and policy development, we will assess next-generation access regulation in practice. National regulators continue to take different paths, although there's a discernable trend of allowing more concessions to incumbents in support of NGN deployments.	Anchor
2010 Q2	Regulation	Dianne Northfield	<i>Revisiting Broadband Stimulus Plans</i>	This report will track the progress of governments in implementing broadband stimulus plans and will map the money trail. We will also provide an update on new funding opportunities that have emerged during the course of 2010.	Anchor
2010 Q2	Core Transport Network	Jennifer Pigg	<i>Addressing the Cloud</i>	With cloud computing comes location-independent storage, computing and network resources. This report will examine how the industry will address and group virtual resources. IPv4 will not suffice, but how about IPv6 and emerging addressing schemes such as LISP?	Anchor
2010 Q2	Core Transport Network	Jennifer Pigg	<i>Integrated Edge Router Market Update</i>	In this report, we will examine the market for integrated edge routers from both a demand and supply side—the functionality service providers are looking for, and the solutions and key differentiators available from the vendors.	Anchor
2010 Q2	Network Software Systems	Jon Paisner	<i>Architecting a Social Payments Solution</i>	This report will examine the complexity and integration required to make social payments a reality, including integrating multiple touchpoints such as telecom billing platforms, money transfer operators and anti-money-laundering restrictions.	Anchor

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2010 Q2	Network Software Systems	Jon Paisner	<i>Emerging Markets: The Mobile Banking Opportunity</i>	This report will examine how lack of bank account penetration and the explosive growth in wireless are providing an opportunity for MNOs to introduce a new currency: mobile minutes for banking and social payments.	Focus
2010 Q2	Network Software Systems	Jon Paisner	<i>Partnering to Deliver Analytic Capabilities in Network Software Systems</i>	This report will examine how the combined analytic and intelligence capabilities necessary to deliver a personalized customer experience require a partnership strategy to integrate various OSS/BSS systems.	Focus
2010 Q2	Enterprise Mobility	Joshua Holbrook	<i>MEBP in Action: Case Studies</i>	This report will feature case studies that highlight the benefits, challenges and replicable frameworks of mobility-enabled business processes.	Anchor
2010 Q2	Enterprise Mobility	Joshua Holbrook	<i>The Year of MEBP: Mobility-Enabled Business Process Will Emerge from the Shadows in 2010</i>	The successful first stage of enterprise mobility is winding down. With wireless BB and mobile e-mail under its belt, this report will examine how IT will move to the next stage of enterprise mobility and begin embedding mobile applications into business processes.	Focus
2010 Q2	Infrastructure and Security	Phil Hochmuth	<i>Anywhere Scorecard: Network Infrastructure Security</i>	This report will analyze the state of integration of security features and capabilities among major enterprise network infrastructure providers.	Scorecard
2010 Q2	Cloud Computing	Phil Hochmuth	<i>Consider the Connection Broker</i>	This report will examine the critical role of the connection broker in virtual desktop infrastructure, especially in heterogeneous VDI environments.	Focus
2010 Q2	Cloud Computing	Phil Hochmuth	<i>Desktop in Hand</i>	This report will examine the state of VDI support for handhelds (i.e., iPhone, BlackBerry, Windows Mobile).	Focus
2010 Q2	Cloud Computing	Phil Hochmuth	<i>One VDI Protocol to Rule Them All</i>	This report will examine the major VDI protocols used among major players, comparing features supported, usability and network bandwidth efficiency.	Anchor
2010 Q2	Access Devices	Phil Marshall	<i>Interoperability and Certification Challenges for Mobile Retail Distribution</i>	This report will investigate efforts to reduce the challenges in accelerating the independent retail distribution of advanced devices.	Focus
2010 Q2	Advanced RAN	Phil Marshall	<i>The Femtocell Advantage in a 4G World</i>	Femtocell hype today is centered on mobile voice. However, in this report, we will show that the true value of femtocells and other in-building RAN systems coincides with the proliferation of mobile data and multimedia.	Focus
2010 Q2	Enterprise Mobility	Sheryl Kingstone	<i>The Adoption of SaaS</i>	This report will identify case examples and data on SaaS issues with respect to integration, mobility and social media.	Focus
2010 Q2	Enterprise Mobility	Steve Hilton	<i>M2M Healthcare ROI</i>	This report will identify the ROI of a vibrant, next-generation, 3G M2M healthcare enterprise solution.	Focus
2010 Q2	Consumer Access Services	Vince Vittore	<i>DOCSIS 3.0 Report Card</i>	DOCSIS 3.0 deployment is well underway. Yankee Group examines the winners and losers.	Focus
2010 Q2	Service Delivery Architecture	Vince Vittore	<i>IMS and IPTV: Separated at Birth and Never Reunited</i>	Can this alphabet soup be saved? This report will examine whether there is a benefit to bringing the two together again.	Anchor

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2010 Q2	Service Delivery Architecture	Vince Vittore	<i>Is Latin American IPTV Ready for Prime Time Yet?</i>	Though slow to launch because of multiple regulatory issues, IPTV operators in Latin America have the potential to be not only competitive but dominant pay TV providers in select markets. Yankee Group looks at the unique factors in the region.	Anchor
2010 Q2	Advanced RAN	Wally Swain	<i>LiTE on Spectrum</i>	This report will examine how Latin American governments are impeding the deployment of LTE with misguided views on how much spectrum is enough for existing players.	Anchor
2010 Q2	Advanced RAN	Wally Swain	<i>Not in My Backyard!</i>	For years now, Latin American MNOs have resisted the trend toward MVNOs. This report will examine how regulation, market forces and MNOs' own desire to reduce marketing costs are changing the landscape.	Focus
2010 Q3	Cloud Computing	Agatha Poon	<i>APM in the Cloud</i>	This report will identify key challenges in the context of application performance in the cloud and examine viable solutions in the marketplace.	Anchor
2010 Q3	Cloud Computing	Agatha Poon	<i>Preparing for the Cloud</i>	This report will examine vendor profiling and competitive benchmarking for cloud services.	Focus
2010 Q3	Cloud Computing	Agatha Poon	<i>Service Orchestration: Who Should You Partner With?</i>	This report will examine vendor profiling and competitive benchmarking.	Focus
2010 Q3	Network Software Systems	Arindam Banerjee	<i>Anywhere Scorecard: Content Delivery Networks</i>	After a tumultuous year in the CDN space, Yankee Group will provide an update for its Anywhere Scorecard for Content Delivery Networks.	Scorecard
2010 Q3	Service Delivery Architecture	Ashvin Vellody	<i>Anywhere Software Makes the Experience Meaningful</i>	This report will examine the relationship between the quality of software and the quality of the experience for the Anywhere Consumer. It will give service providers and vendors recommendations on how to profit from two key assets: loyalty and attention.	Focus
2010 Q3	Service Delivery Architecture	Ashvin Vellody	<i>SDP and BSS/OSS</i>	This report will describe the architecture and design principles that should be shared between the SDP and BSS/OSS infrastructure to enable operators to deliver services in a fast, flexible and simple manner.	Anchor
2010 Q3	Mobile Internet Services	Carl Howe	<i>Best of the Anywhere Web 2010</i>	This report will evaluate 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 healthcare (new), mobile handset vendors (new), cable companies (new), financial services (repeat), travel (repeat) and shopping (repeat).	Anchor
2010 Q3	Consumer Applications and Services	Carl Howe	<i>The Androids Strike Back: Smartphone Developers Have New Options</i>	A flood of new Google Android and Windows Mobile 7 phones are just arriving on the market. This report will examine whether they are changing the landscape in terms of the mobile platforms software developers are targeting.	Anchor
2010 Q3	Mobile Internet Services	Declan Lonergan	<i>4G Opportunities in Europe</i>	This report will identify which 4G services will drive demand.	Anchor

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2010 Q3	Mobile Internet Services	Declan Lonergan	<i>MI Opportunities in Developing Markets</i>	This report will examine how MI services are being delivered and adopted in developing markets.	Focus
2010 Q3	Mobile Internet Services	Declan Lonergan	<i>MNOs' Future in the Mobile Internet</i>	This report will revisit MNOs' role in delivering mobile Internet services and apps to consumers.	Anchor
2010 Q3	Regulation	Dianne Northfield	<i>Europe's Progress on Spectrum Refarming</i>	Setting the rules and conditions for the use of the 900 MHz band on a technologically neutral basis is an urgent and critical priority for nations across Europe. Both incumbent 2G operators and non-900 MHz licensees must be clear about future access in the band, reassignment plans and license conditions. This report will review policies on refarming and the significant implications on the value attached to, and interest in, future spectrum allocations in the related 3G extension bands.	Anchor
2010 Q3	Regulation	Dianne Northfield	<i>Fiber Access Mandates</i>	This report will examine the scope of regulated fiber access mandates and their implementation across a range of nations.	Anchor
2010 Q3	Regulation	Dianne Northfield	<i>Regulation and the Cloud</i>	This report will update our August 2009 examination of privacy and data security issues in the cloud. We will track the progress of cloud providers in meeting the regulatory compliance obligations of their customers across a range of nations.	Anchor
2010 Q3	Network Software Systems	Jon Paisner	<i>Mobilizing Financial Services in Emerging Markets</i>	This report will examine how mobility provides access to an untapped client base for financial services.	Focus
2010 Q3	Network Software Systems	Jon Paisner	<i>Personalizing Digital Commerce</i>	This report will show how analyzing consumer usage of the mobile Internet offers opportunities for providing a personalized commerce experience.	Focus
2010 Q3	Service Delivery Architecture	Vince Vittore	<i>Cloud Computing and the Video Experience</i>	Remote DVR is just the start of a trend where more intelligence and control of the video experience will be moved out of the home. This report will examine the implications.	Focus
2010 Q3	Broadband	Vince Vittore	<i>Taking the Video Experience Anywhere</i>	Anywhere Consumers want their video...anywhere. This report examines efforts by operators to extend their offerings outside the home.	Focus
2010 Q3	Service Delivery Architecture	Vince Vittore	<i>T-Commerce Report</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.	Focus