



Research Categories

Yankee Group is the preeminent research and advisory firm equipping companies to profit in a mobile world.

We research the attitudes, behaviors and usage patterns of mobile users and explore enabling technologies and emerging business models across the mobile ecosystem.

Based on these capabilities, we provide a range of actionable data, insights and advice to marketing, strategy and product executives driving the mobility revolution in leading companies worldwide.

| CATEGORY | CURRENT TOPICS | ANALYSTS |
|--|--|---|
| <i>B/OSS</i> | Dynamic pricing, RT charging, mediation, subscriber and policy management, billing, intelligence and analytics, CRM, order management, Web self-service/Web portals, revenue assurance, social media and network analysis, service assurance, customer experience transformation | Sheryl Kingstone Susan McNeice |
| <i>Consumer Mobile Services</i> | Mobile broadband, 3G, 4G, Wi-Fi, fixed-mobile convergence (FMC), voice, messaging, mVoIP, VoLTE, mobile IM, SMS, prepaid vs. postpaid services | Rich Karpinski Declan Lonergan Vince Vittore |

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| Core and Edge Network | Packet optical transport, IP core and edge routing | Zeus Kerravala Jennifer Pigg |
| Customer Experience | Connected user segmentation, customer interaction channel strategies, product and service differentiation, user experience, customer satisfaction, Net Promoter Score, loyalty, churn strategies, customer experience models | Carl Howe Rich Karpinski Sheryl Kingstone Declan Loneragan Susan McNeice Eugene Signorini |
| Devices | Mobile devices, smartphones, handsets, connected consumer electronics, e-readers, M2M, location intelligence, set-top boxes, tablets, mHealth, connected car, fleet telematics | Carl Howe John Keough Katie Lewis Vince Vittore |
| Enterprise Mobility | Mobile applications and software, business mobile devices and OSs, business mobile broadband, 4G (i.e., WiMAX, LTE, HSPA+), managed mobility, M2M, consumerization | John Keough Chris Marsh Eugene Signorini |

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| <p>Machine to Machine (M2M)</p> | <p>Connected energy, mHealth, fleet telematics, consumer telematics, industrial applications, security, digital signage, pay-as-you-drive insurance, rent-to-own/subprime lending, ATMs, point-of-sale (PoS) systems, kiosks, vending</p> | <p>John Keough</p> |
| <p>Mobile Applications</p> | <p>App stores, mobile Web, mobile Internet, mobile customer services, managed application performance management, self-service, mobile commerce, mashups, widgets, app development, SaaS, presence, connected home, search, location-based services, quality of context, social networking, shopping, gaming, productivity, mobile advertising, Internet advertising</p> | <p>Jason Armitage Nick Holland Carl Howe Sheryl Kingstone Declan Lonergan Chris Marsh Eugene Signorini Steven Spencer</p> |
| <p>Mobile Cloud</p> | <p>SaaS (software as a service), PaaS (platform as a service), IaaS (infrastructure as a service), cloud security, cloud adoption forecasts, mobile operator cloud strategies, mobile cloud enablement infrastructure</p> | <p>Pim Bilderbeek Zeus Kerravala Sheryl Kingstone Bill Lesieur</p> |
| <p>Mobile Infrastructure</p> | <p>LTE, LTE-Advanced, WiMAX, HSPA, HSPA+, small cell strategies, femtocells, integrated antennas, remote radio heads (RRH), cloud RAN (C-RAN), pooled baseband, base stations, 3G/4G, public Wi-Fi, hotspot 2.0, 3G offload, 802.11u, 802.11i, public safety broadband networks, spectrum, mobile backhaul, radio access networks (RAN), evolved packet core (EPC)</p> | <p>Brian Partridge Ken Rehbehn</p> |

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| <p>Mobile Transactions</p> | <p>Mobile payments, mobile banking, partner management, revenue settlement, mobile commerce, NFC, card fraud, smart cards, mobile couponing, mobile loyalty, mobile marketing</p> | <p>Jason Armitage Nick Holland Rich Karpinski Sheryl Kingstone Susan McNeice Steven Spencer</p> |
| <p>Mobile Video</p> | <p>Mobile video entertainment, OTT video, multiscreen business models and monetization, TV Everywhere, pay TV evolution</p> | <p>Jason Armitage Brian Partridge Vince Vittore</p> |
| <p>Policy Management</p> | <p>Network policy management, network security, DPI, AAA, IPv6 transition, DNS services, DNSSEC, Diameter, subscriber data and identity management</p> | <p>Sheryl Kingstone Susan McNeice Brian Partridge Jennifer Pigg</p> |
| <p>Security</p> | <p>Network security, network access control, DLP, network behavioral analysis, DPI, endpoint and device security, app security, mobile security, DDoS, piracy</p> | <p>Carl Howe Nick Holland Brian Partridge Jennifer Pigg</p> |

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| <p><i>Service Delivery Architecture</i></p> | <p>Next-generation networks, service delivery platforms, IP Multimedia Subsystem (IMS), asset exposure platforms, network-IT convergence, VoLTE, content network architectures (optimization techniques), video compression and optimization, content caching, telecom-operated CDNs, OTT CDNs, transparent caching, Internet traffic offload, application acceleration</p> | <p>Susan McNeice Brian Partridge</p> |
| <p><i>Service Provider Strategies</i></p> | <p>Service provider strategic business and go-to-market strategies, business evolution, enterprise offerings and strategies, consumer offerings and strategy, managed services and outsourcing for carriers and customers, technology and network strategies, software platform evolution, prepaid vs. postpaid services, service bundles, content strategies, customer experience</p> | <p>Caroline Gabriel Rich Karpinski Sheryl Kingstone Declan Lonergan Susan McNeice Ken Rehbehn Eugene Signorini Steven Spencer Wally Swain</p> |
| <p><i>Unified Communications and Collaboration</i></p> | <p>VoIP, unified communications, video, collaboration, UCaaS, SIP trunking, network infrastructure, mobile UC, Wi-Fi, social media, managed services</p> | <p>Pim Bilderbeek Zeus Kerravala</p> |