

informa
telecoms & media

Make better business decisions



Consulting

Informing your growth strategy

Consulting

Our consulting expertise is founded on our deep industry engagement and actioned by our experienced network of local analysts.

We have proven track record in delivering projects which provide strategic and tactical value.

Your initiative:

- Technology & innovation
- Product strategy
- Business strategy
- Customer insight
- Competitive analysis
- Marketing.

Our experience:

- Opportunity analysis
- Go to market strategy
- Market sizing
- Market entry
- Market positioning
- Product differentiation.

Deliverables:

- Analyst presentations
- Custom forecasts
- White papers
- Webinars
- Custom reports
- Workshops.

Why partner with us?

Responsive

- Our global network of analysts in key growth markets ensures your project is informed by genuine local understanding.
- The availability of local teams substantially reduces local language issues, start-up time and cost.

Connected

- Exclusive access to senior level decision makers at Informa conferences gives us a better understanding of your markets, competitors and customers
- Our regional and topic focus provides a better understanding of the market, regulatory, technology and operational issues impacting your business

Experienced

- We have strong consulting heritage and have successfully delivered projects for over 15 years.
- Our approach to your business issues and objectives is practical and responsive, we can deliver results quickly.

Market sizing and positioning for a professional services provider

Client Problem

Our client provides a variety of property services to the telecoms sector. As operators are increasingly outsourcing non-core services they were keen to exploit a growing market.

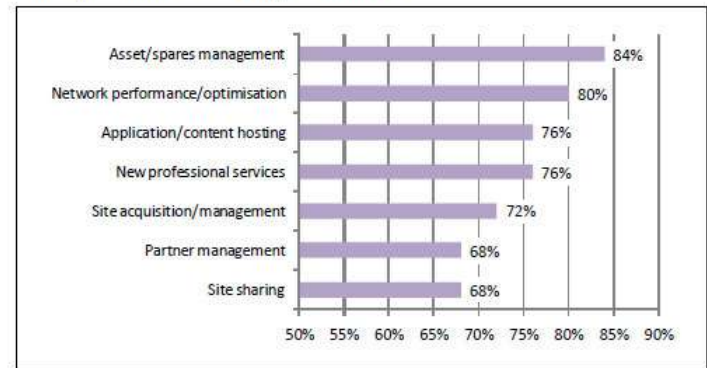
With an established practice in the UK they needed to understand which wider markets could present the greatest opportunity, how to position their core capabilities and develop a go-to-market strategy.

Informa Approach

Phase 1- We investigated the value proposition by developing a number of UK case studies before performing a broader in-market, Middle East operator survey, leveraging our local operator connections.

Phase 2 – We developed a Market Entry Opportunity Matrix via a series of in-depth senior operator interviews. The scorecard combined with wider analysis to rank the opportunity by country and operator.

Future potential for outsourcing – Middle East



Note: Percentages refer to respondents rating each service as 1 or 2 on a five point scale

Source: Informa Telecoms & Media industry survey 2010

Results

The Phase 1 deliverable (White Paper) successfully formed the basis of a positioning and marketing strategy. Phase 2 enabled the client to prioritise investment and ultimately launch a successful regional business.

Market positioning and product differentiation for a pan regional mobile operator

Client Problem

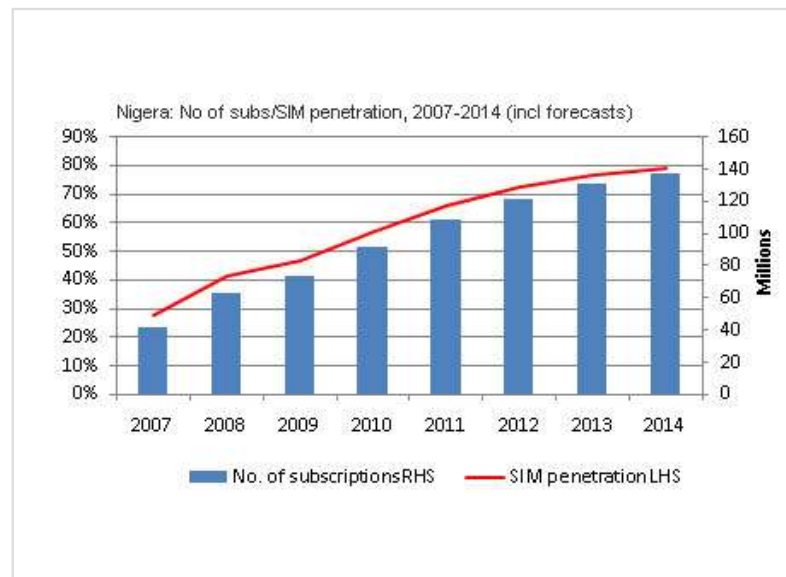
Our client needed to identify the challenges and opportunities presented by the arrival of a potentially disruptive new entrant across several of its country markets.

Specifically, they were keen to learn more about existing product and service positioning and strategy from the incoming operators existing operations.

Informa Approach

Phase 1 – Leveraging our core market data, we produced a market landscape outlining the relative size of key players and recent regulatory changes.

Phase 2 – We provided a qualitative investigation of the acquiring operators home market strategy, including detailed of initiatives across product and service development, partnerships and supplier relationships



Results

Assisted by the output of the projects our client was able to assemble a comprehensive risk assessment which contributed to their strategic marketing plan.

Product differentiation for a mobile device manufacturer

Client Problem

Our client has responded to opportunities presented by the demand for mobile data of mid-to-low end and emerging markets by developing a low cost smartphone.

They are keen to understand the potential addressable market and customer positioning the device.

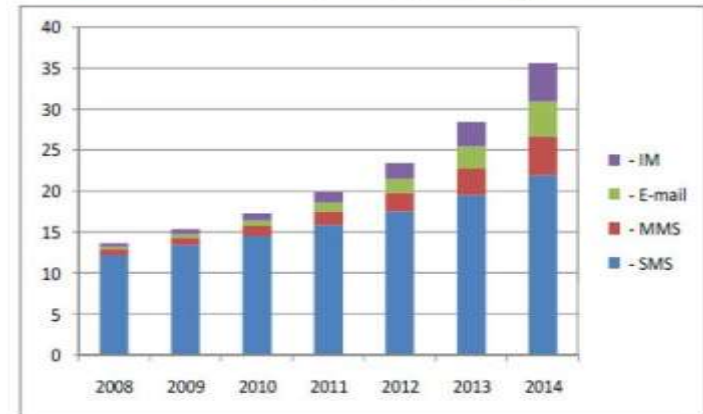
They also wanted to fully understand appeal of the device to operators.

Informa Approach

Leveraging our core emerging market and handset deployment data we examined the market positioning of the device across regional markets and against currently deployed devices.

We also evaluated the consumer and operator device benefits focussing on the potential of IM, email and operator differentiation.

South Africa, mobile VAS users (millions), by service type, 2008-2014



Source: Informa Telecoms & Media

Results

The resulting White Paper formed an important component of a successful product launch.

Infrastructure investment analysis for a leading service provider

Client Problem

Our client is a management consultancy working on the behalf of a leading Korean mobile operator.

As part of their enterprise investment strategy they required a detailed evaluation of the viability and business benefits of 5 vendor infrastructure solutions.

Informa Approach

Our analysts recommend a further 3 vendor solutions for evaluation and agreed a extensive set of structured scoring criteria focused on quality cost and convenience.

Leveraging our core network metrics and a series of primary interviews we produced and presented a detailed scorecard for each solution

Region	Country	Operator	Network Name	Network Status	Technology	Start Date	MSC Supplier
Asia Pacific	Korea	KT Corp	KT Corp	Planned/In Deployment	LTE		
Asia Pacific	Korea	KT Corp	KT Corp	In Service	W-CDMA-2100	Jun 2006	
Asia Pacific	Korea	KT Corp	KT Corp	In Service	W-CDMA-2100	Dec 2003	LG
Asia Pacific	Korea	KT Corp	KT Corp	In Service	CDMA-1700	May 2001	Lucant
Asia Pacific	Korea	KT Powercell	KT Powercell	In Service	CDMA-1700	Oct 2000	Motors
Asia Pacific	Korea	LG U+	LG U+	In Service	CDMA-1700	Oct 1997	LG
Asia Pacific	Korea	LG U+	LG U+	Planned/In Deployment	LTE		
Asia Pacific	Korea	SK Telecom	SK Telecom	In Service	W-CDMA-2100	Dec 2003	LG
Asia Pacific	Korea	SK Telecom	SK Telecom	In Service	CDMA-090	Jan 1996	Hyundai
Asia Pacific	Korea	SK Telecom	SK Telecom	In Service	W-CDMA-2100	Jun 2006	
Asia Pacific	Korea	SK Telecom	SK Telecom	Planned/In Deployment	LTE		
Asia Pacific	Laos	ETL	ETL	In Service	GSM-900	May 2002	Alcatel Shangh
Asia Pacific	Laos	Leo Telecom	Leo Telecom	In Service	GSM-900	Dec 1994	Alcatel Shangh
Asia Pacific	Laos	Leo Telecom	Leo Telecom	In Service	W-CDMA-2100	Oct 2008	Alcatel Shangh
Asia Pacific	Laos	LAT	LAT	In Service	GSM-900	Jul 2003	
Asia Pacific	Laos	Star Telecom	Star Telecom	Planned/In Deployment	W-CDMA-2100	Jun 2010	
Asia Pacific	Laos	Star Telecom	Star Telecom	In Service	GSM-900	Jun 2009	
Asia Pacific	Laos	Tigo Laos	Tigo	In Service	GSM-900	Apr 2003	Thales
Asia Pacific	Macau	China Telecom (Macau)	China Telecom (Macau)	In Service	CDMA-090	Oct 2000	Lucant
Asia Pacific	Macau	CTM	CTM	In Service	W-CDMA-2100	Jun 2003	Ericsson
Asia Pacific	Macau	CTM	CTM	In Service	GSM-900	Oct 1995	Ericsson
Asia Pacific	Macau	Hutchison Telecom	3	In Service	GSM-900	Aug 2001	Motors
Asia Pacific	Macau	Hutchison Telecom	3	In Service	W-CDMA-2100	Oct 2007	NEC

Results

The deliverable successfully contributed to a major infrastructure deployment.

Product positioning for a security solution vendor

Client Problem

Our client is a security solution vendor looking to better position themselves in the mobile space.

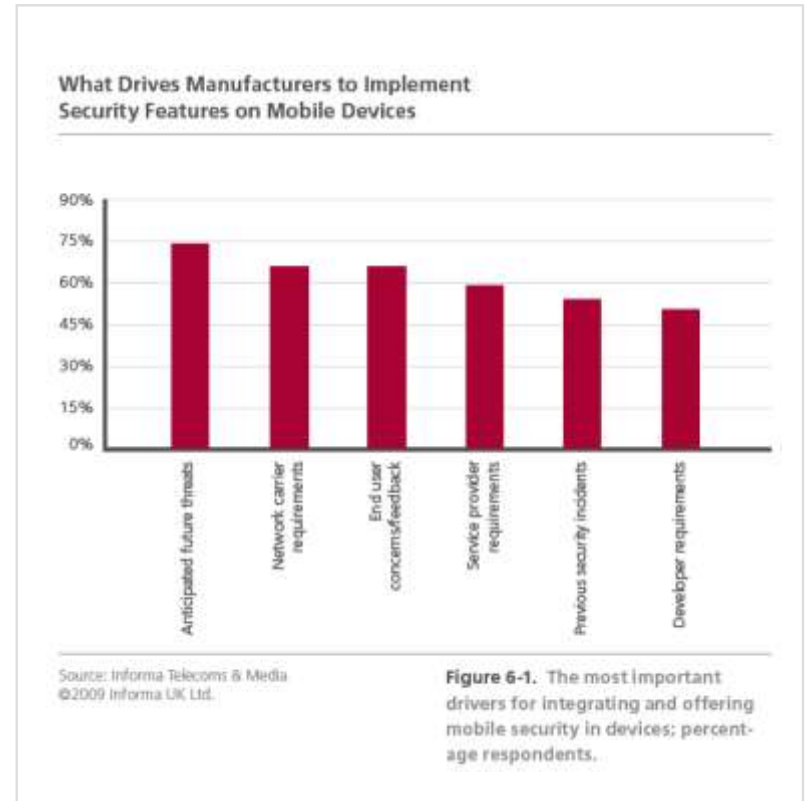
They were keen to understand the specific security challenges, issues and knowledge levels amongst the handset vendor community.

Informa Approach

Utilising our strong vendor community reach we conducted a quantitative online survey targeting 40 device manufacturers.

The results were validated with a series of in-depth interviews and interpreted to highlight important and emerging trends.

The resulting analysis was used to create an awareness White Paper.



Results

The project and White Paper formed part of a successful vendor marketing push.

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