The 2016 Insight Market Research Agenda

2016 MARKET RESEARCH AGENDA

The Internet of Things: New Platforms, Systems, and their Impacts on Carrier OSSs and BSSs 2016-2021

www.insight-corp.com/reports/iot16.asp

The Internet of Things (IoT) is a whole new ballgame that promises to deliver another billion cellular subscribers to carriers around the globe. But these non-animate cellular users are considerably different than their human owners: to begin with, there is little similarity in the devices that house the cellular radios. Consequently, device designers need to think differently when it comes to designing and developing operating systems in the context of IoT. There is growing awareness of this requirement and influential companies are engaged in developing platforms and adding partners to their respective ecosystems. On the back end, IoT poses unconventional demands on the Operational Support Systems (OSS) and Business Support Systems (BSS) fronts. This report will examine the revenue opportunity for operating system stakeholders, OSS and BSS ISVs, cellular operators, end-device manufacturers and IP owners arising out of the growing presence of IoT.

SDN and NFV: The Gamechanging Impact 2016-2021

www.insight-corp.com/reports/sdn16.asp

Software-defined networking (SDN) and network function virtualization (NFV) promise to rewrite the rules of network design, engineering, configuration and management. Their impact will be felt across the stakeholder spectrum from OEMs to telecom operators. What are SDN and NFV? How similar are they, and how different? What are the motivations behind their development? Who are their principal champions? This report will answer these questions and also present a threadbare qualitative and quantitative implications of SDN and NFV for telecom products and services.

BYOD to the Work: Mobile Security in the Workplace 2016-2021

www.insight-corp.com/reports/byod16.asp

Bring your own device (BYOD) into the workplace has unstoppable momentum. From the multi-location enterprise to the small and medium business, organizations are no longer averse to their employees using their personal mobile devices at work. While employee retention and job satisfaction are at the root of this new permissiveness, allowing devices not specifically dedicated to handle the rigors of enterprise access policies can pose daunting challenges for enterprise security planners. As a corollary, the BYOD movement heralds revenue opportunities for a cross-section of stakeholders including mobile device manufacturers, enterprise security solution providers, managed services providers, network security equipment providers and carriers among others. This report also builds on the existing managed services annual tracker practice of Insight Research.

Mobile Search Revenue Opportunities 2016-2021

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Enterprise businesses are rediscovering the mobile device. These smartphones and tablets continue to create a greater proportion of Internet traffic, powered by a compellingly high differential in the growth rates of mobile devices versus conventional PCs/notebooks. Consequently Internet search engines have adapted by putting considerable resources into satisfying an increasingly mobile clientele. Mobile device-enabled search also open interesting possibilities in areas of voice-activated search, GPS capabilities, and the role played by portable navigation devices. This report examines the resultant revenue opportunities for cellular operators, application developers, search engines, advertisers, content aggregators, navigation solution providers and managed services providers among others.

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LTE: A Global Perspective 2016-2021

www.insight-corp.com/reports/lte16.asp

LTE has already provided a quantum jump in the data transfer abilities of cellular wireless networks, but *how* it is being adopted varies considerably by global region. In mature wireline access markets with high levels of copper-based DSL connectivity, LTE is being increasingly looked upon as a cost effective, easy to deploy, low maintenance alternative to legacy wireline access technology. Carriers unable to justify an upgrade to fiber in a given market, are now looking at LTE as a way to keep the customer base happy while avoiding all the costs associated with maintaining a copper plant. In other markets, LTE is emerging as the great enabler, and spawned a variety of interesting use cases. This Insight Research study compares and contrasts the growth of LTE-enabled voice and data communication services with that of DSL across the global market, and will qualitatively analyze the impact of the regional disparity of existing wireline infrastructure on the growth rate of these services.

Photonic Integrated Circuits and the Future of Optical Networking 2016-2021

www.insight-corp.com/reports/pic16.asp

Photonic integrated circuits (PICs) promise to make the optical-electrical-optical conversion requirements go away. Even more importantly, PICs promise lower turnaround times in case of equipment or link failure, make it much faster to accomplish circuit modifications, and they'll reduce the form factors going into optical networking equipment racks. A small number of companies are just beginning to offer reconfigurable add-drop multiplexers using PICs, so now is the right time to look at the quantitative impacts this breakthrough technology is having on the optical networking equipment market and transport in general. This report will track and forecast the progress of PIC-based optical networking equipment and map it against the larger optical networking equipment market.

Carrier OSSs and BSSs 2016-2021

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Operations support systems (OSS) and Business Support Systems (BSS) are the information technology infrastructure constructs that gives carriers the ability to create, deploy, manage, maintain, and bill for all types of network-based services. As part of their overall strategy, carriers are buying solutions that will interwork wireless, IP, cloud-based, and PSTN elements within their enterprise, as well as extend some level of management to the end-customer.

This study examines and quantifies carrier investments by global region for billing, customer care, trouble/repair, planning and engineering, provisioning/inventory, network management, business management, and workforce management on the one hand and service-oriented architecture (SOA), database management, and web-enabled services from a more software-specific investment angle. Expenditures are segmented by OSS type, geographic region, and underlying service such as wireline, wireless, IP, Cloud, etc.

Education: New Opportunities for Telecom Stakeholders 2016-2021

www.insight-corp.com/reports/education16.asp

Education is graduating from its long-standing reliance on government action to becoming increasingly like any other investment-driven industry. While education in the developed economies has already undergone significant structural changes over the past several decades, the rapid growth of educational investment in emerging markets has thrown open an entirely new set of technically-driven opportunities for the tech sectors. Our preliminary analysis suggests that the telecommunication industry stands to gain handsomely by engaging with this reinvigorated educational sector at the device level, in the realm of network access, managed services, and targeted software. This report will analyze each of these opportunities in considerable detail.

The 2017 Telecommunications Industry Review

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The 2017 Telecom Industry Review summarizes current conditions across the global telecommunications industry, providing analysis of multiple infrastructure and service segments. From fundamental background issues to detailed five-year forecasts accompanied by practical strategic advice, this study provides a comprehensive examination of the global telecom services and equipment marketplace. With Europe still in a slump, the path to sustained growth will be bumpy for the next few years. Despite such harsh economic times, telecommunications remains a crucial means of helping countries weather hard times by boosting growth and improving productivity. This report looks at the global telecommunications services and equipment market in each region: North America; Europe-Middle East-Africa; Asia and the Pacific Rim countries; and Latin America. The Review provides up-to-date information in such key areas as wireless demand, optical networking, VoIP, residential and business communications trends, IPTV and cloud services.

Managed Services in an IP World: Global Opportunities for Wireless and Wired Networks 2016-2021

http://insight-corp.com/reports/manserv16.asp

Managed services continues to expand as enterprise customers turn to service providers for end-to-end network solutions. Outsourcing network design, equipment, and 24x7 management, IT managers have more options—and as applications move to the cloud and endpoints shift to wireless access, managed services become more attractive. This study expands our US series to include a global perspective & forecast, differentiating among five managed marketplace segments: WAN, LAN, mobility, data center, and infrastructure. Forecasts for market subdivisions, including managed IP VPNs & IP endpoints, security services, WLANs, VoIP services, and hosting & storage are provided.

Strategic Data Services for US Businesses: IP VPNs, Ethernet, Cloud and Hosting Services 2016-2021

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With many voice and legacy data services declining, advanced strategic services represent the highest growth areas for telecom services targeted to US businesses. Advanced strategic services include business broadband, IP-VPNs (Internet protocol virtual private networks), Ethernet, IP applications, and hosting services. Wireline-enabled services such as broadband Internet access, IP transaction services, and Ethernet connectivity have become the foundation for many entertainment and business services—and the continued growth coming from wireless data, cloud, and IPTV (Internet protocol television) services will extend the life of these services well into the next decade. This report provides detailed analysis of business wireline data services, along with segmentation by business size (S, M, L) and wholesale vs. retail. The report includes detailed forecasts of data services revenues, circuits, packets, and pricing, with projections of migration patterns from legacy data services to advanced strategic services required by B2B and B2C applications.

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Recent Insight Reports

Cloud-based, Integrated Unified Communications Opportunity: Solutions, Services and Connectivity, 2016-2020

www.insight-corp.com/reports/clouducom16.asp

The cloud has indeed become the creative visualization of computing on the Internet and in this study Insight Research presents a holistic view of cloud-based services and the criticality of an integrated unified communications (UC) capability as a part of the cloud. We emphasize the need for integrated UC because the following applications must be present in the cloud applications:

- instant messaging (IM) and/or social networking and presence;
- Internet protocol enabled private automatic branch exchange (IP-PBX);
- unified messaging (UM); and
- conferencing and collaboration.

In this study, INSIGHT Research examines the market from the perspective telecom operators (telcos), network equipment vendors, end-user original equipment manufacturers (OEMs), and managed service providers. Our analysis suggests that the principal revenue opportunities consists of: solutions, which include the hardware devices and software application platforms; services, which include a host of managed services spanning design through troubleshooting; and connectivity, which include wireless and wireline connectivity revenues.