

European Business Network Services with Vertical Views

AN IDC REPORT SERIES

IDC's *European Business Network Services with Vertical Views* combines the analysis in the core service (*European Business Network Services*) with a detailed spending perspective and analysis across major network services segments within the different vertical industries of the Western European economy. This service will provide network vendors with a five-year outlook on the multidimensional network services segment opportunity size and growth rates for vertical industries in Europe as a whole and in selected major countries, with a particular focus on managed Web hosting, Internet access, managed IP services, and managed data network services. IDC vertical market segmentations, based on consistent and rigorous forecasting methodologies, standard definitions, and taxonomies pinpoint the network services investment trends of various industries, clarify expectations within vertical markets, and facilitate the decision-making and market risk management efforts of network service providers.

Markets Covered

This service covers the following segments of the business network services market:

- Managed Web hosting by vertical market
- Internet access by vertical market
- Managed IP services (IP VPN) by vertical market
- Managed data network services by vertical market

Subjects Analyzed

Throughout the year, this service will address the following topics:

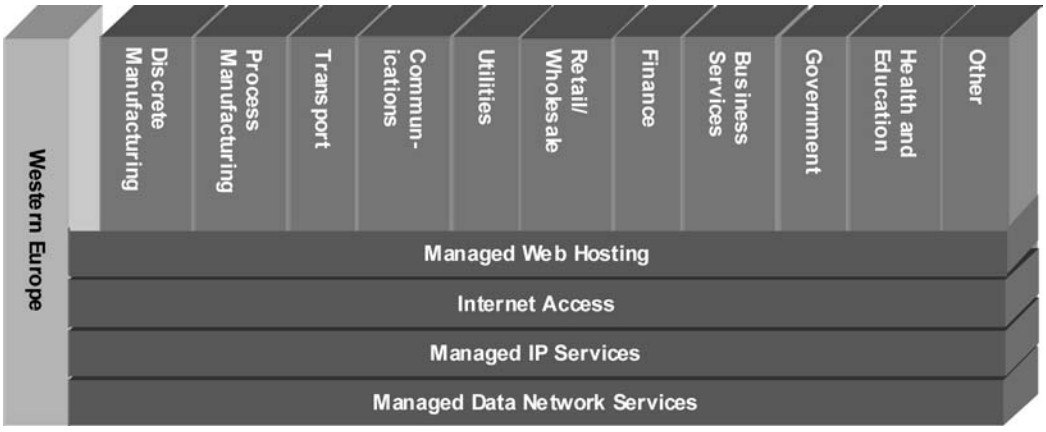
- Key business network services requirements by vertical market
- Business network services vendor vertical market initiatives
- Application-driven priorities by vertical market
- User views

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What is the size of spending for managed Web hosting, Internet access, managed IP services, and managed data network services by vertical in Western Europe?
2. What is the size of spending for enterprise managed services in total by vertical in the top 5 countries in Western Europe?
3. What are the key business network service requirements by vertical market ?
4. What strategies will specific industries use to adopt business network services?
5. What are the top priority applications driving demand for business network services?

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Source: IDC

Competitive Analysis

IDC's *European Business Network Services with Vertical Views* examines how network providers are positioning themselves to compete in vertical industries. This service reviews strategies, market positioning, and future direction of several providers, including:

AT&T Corporation, Avaya Inc., BT, Cisco Systems Corporation, Colt Telecom Sweden, Detecon International GmbH, Deutsche Telekom (Germany), Extreme Networks Europe, France Telecom, Global Voice, HI3G Access EMEA, Infonet, KPN Telecom, MCI, Nokia, Nortel, NTT, Siemens, Sonera, Sony, Sprint, Swisscom, TDC, Telecom Italia, Telefónica, Telia, Vodafone, and Wind.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

Managed Web Hosting Opportunities by Vertical Market in Western Europe and Top 5 Countries
This study will analyze opportunities for managed Web hosting in key vertical markets, including finance, manufacturing, public sector, telecommunications, transport, and utilities in Western Europe and the top 5 countries.

Internet Access Opportunities by Vertical Market in Western Europe and Top 5 Countries
As above for Internet access services.

IP Services Opportunities by Vertical Market in Western Europe and Top 5 Countries
As above for IP services, including IP VPN.

MDNS Opportunities by Vertical Markets in Western Europe and Top 5 Countries
As above for the managed data network services market.

Prevailing Adoption Trends by Vertical Market for Enterprise Network Services
This study will analyze survey based trends in business network services by vertical markets.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Complimentary/special admission price to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

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