

China Vertical Telecom Solutions

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The rapid growth of the China telecom market has been mainly driven by a number of key vertical industries. In this study, IDC will provide an in-depth analysis of market characteristics and development trends for each researched vertical industry. It includes the analysis of end-user buying behavior, short-term and long-term needs, the market size and forecast for industry's telecom spending and solutions spending. Apart from the market size and forecast, the study also provides buying behaviors and the decision-making processes, and budgets for the key solutions adopted in each sector as well as the review of equipment and telecom services within each key solution area.

Markets Covered

This service covers the following segments of the Vertical Telecom Solutions market:

- Banking industry
- Education industry
- Power industry
- Transportation industry
- Government industry
- Retail industry
- Manufacturing industry
- Securities industry
- Insurance industry

Subjects Analyzed

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

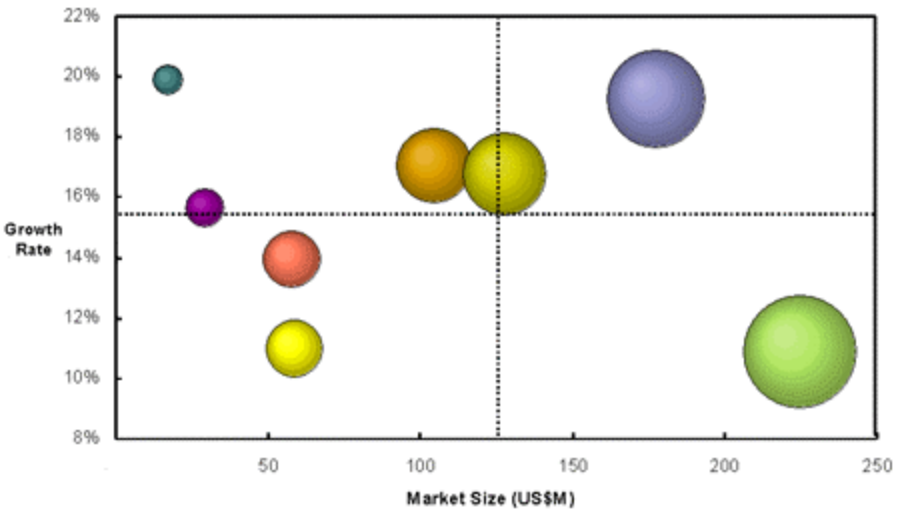
- Market size and growth potential
- User buying behavior and future needs
- Market drivers and inhibitors
- Technology adoption

Key Questions Answered

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

1. What are the market characteristics of this vertical industry? How has the industry been developed in the last two years? And what are the perceived future development trends?
2. What is the market size and five-year forecast for this industry's telecom spending? What is the breakdown by product category, region, and sub-industry?
3. How do the users' purchasing behaviour look like in this vertical industry? And what are their short-term and long-term solutions needs?
4. What are the key solutions deployed in this vertical industry? And what is the market value and growth forecast for these solutions?
5. Which technologies do they adopt?

China Telecom Vertical Solution Market, 2004



Source: IDC

Competitive Analysis

IDC's *Vertical Telecom Solution* service examines how key operators and venders are positioning themselves to compete in the vertical solution market. This service reviews strategies, market positioning, and the future direction of several providers in the telecom market, including:

China Telecom, China Mobile, China Netcom, China Unicom

Research Agenda

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

China Banking Industry Telecom Solution Market Overview
A thorough and in-depth review of the telecom adoption status in the China banking sector. Apart from the market size and forecast of the overall banking industry telecom spending, it also provides the buying behavior, decision-making process, and budget for the key solutions adopted in banking sector as well as the review of equipment and telecom service within each key solution area.

China Power Industry Telecom Solution Market Overview
China Education Industry Telecom Solution Market Overview
China Transportation Industry Telecom Solution Market Overview
China Retail Industry Telecom Solution Market Overview
China Manufacturing Industry Telecom Solution Market Overview
China Securities Industry Telecom Solution Market Overview
China Insurance Industry Telecom Solution Market Overview

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
- Special client discount pricing on purchases of research from other services
- Complimentary admission 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

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.



IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT purchases and business strategy. Over 700 IDC analysts in 50 countries provide local expertise and insights on technology markets. For over 40 years, business executives and IT managers have relied on our advice to make decisions that contribute to the success of their organizations.

IDC is a subsidiary of IDG, the world‡ leading technology media, research, and events company. Additional information can be found at www.idc.com

IDC China, Room 611, Beijing Times Square, 88 West Chang'an Avenue, Beijing 100031, P.R. China, P.86.10.8391.3610 F.86.10.8391.3600

For a complete list of IDC's worldwide offices, visit www.idc.com/offices