

New Zealand Next Generation Networks

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Broadband and Internet Protocol (IP) services (such as consumer and enterprise VoIP and IP PBX-centric services) in New Zealand are rapidly increasing markets. IDC's New Zealand Next Generation Networks research provides insightful local analysis on the development and adoption of broadband and IP technologies. The deployment and uptake of xDSL, fixed wireless access, satellite and metro ethernet services is examined throughout the year, along with adoption of IP-based solutions such as IP Telephony, converged voice and data networks, and IP VPN. This service also assesses vendors and service provider strategies and business opportunities in the current telecommunications environment. It delivers market sizing and forecast information derived from supply- and demand-side research, providing international comparisons and insights to aid suppliers gain market share in the rapidly transforming telecommunications market.

Markets Covered

This service covers the following segments of the broadband and IP services market:

- ·Broadband, content services and infrastructure
- ·IP telephony adoption and services
- ·VoIP services
- ·Adoption of managed network services
- ·Competitive analysis of local and multinational carriers and service providers in New Zealand

Subjects Analyzed

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

- ·Deployment and uptake of broadband technologies
- ·Broadband content and applications initiatives
- ·Trends in IP Telephony adoption
- ·Managed network services in telecommunications
- ·Spending patterns and intentions of small, medium and large businesses
- ·IP Communications and the VPN market
- ·Consumer VoIP Marke

Key Questions Answered

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

1. What are the effective go-to-market strategies for IP services such as IP-VPN, IP Telephony?
2. How does the adoption of xDSL, fixed and nomadic wireless access, metropolitan Ethernet and similar technologies affect the development of broadband content applications?
3. How strong is your competitive positioning based on the analysis of market participants?
4. What managed network services are most in demand and what is their market potential?
5. In which customer segment will there be the greatest telecommunications opportunities?

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Source: IDC

Competitive Analysis

IDC's New Zealand Next Generation Networks research examines how technology service providers are positioning themselves to compete in the broadband and IP communications market. IDC analyses their product strategies, market positioning, and future directions. Examples of markets tracked include:

Telecom, TelstraClear, Cisco Systems, Nortel Networks, 3Com, Alcatel, Avaya, Ericsson, Lucent Technologies, NEC, Siemens, Vodafone, BCL, CityLink, Vector Communications, Ihug, Woosh Communications, CallPlus/Slingshot, ICONZ, Orcon Internet, Maxnet, Compass Communications, WorldxChange, and AT&T New Zealand.

Research Agenda

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

Competitive Analysis of New Zealand Internet Service Providers, 2006

This report provides a competitive analysis and profiling of participants in the New Zealand ISP ecosystem outlining the nature of key interrelationships, the impact of significant industry developments and the capabilities and strategic direction of each participant. It also assesses the opportunities presented to entrants on the back of the government's telco sector overhaul and broad portfolio or regulatory components including Local Loop Unbundling, Naked DSL, and unconstrained UBS. New industry and broadband service developments around VoIP, content and entertainment provisioning and the growth of fixed wireless access (FWA) services is also examined. For each service provider an outline of their position and service strategy is provided along with an IDC capability assessment.

ICT Convergence in New Zealand

This study outlines the results of in-depth interviews with major IT Services and Solutions providers in New Zealand such as IBM, HP, EDS, and Unisys as well as the telecommunications carriers. The subtext beneath the clash in the enterprise space over ICT services is examined with the secondary implications of channel and partnering relationships and what this interplay means for telco and IT players coming into the space from different directions.

New Zealand Broadband Services Forecast and Analysis, 2006-2010

This report provides an annual update on the broadband services market in New Zealand. It analyses and forecasts (subscribers and revenues) the adoption of DSL, cable modem, metro ethernet, satellite, and fixed wireless broadband services. This study considers the implications of accelerating broadband penetration in New Zealand on the back of TCNZ's ADSL broadband thrust and its wholesale and UBS provisioning of broadband services. The impact of regulation is assessed.

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

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IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10 years reflects our commitment to investing in our customers.

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