

New Zealand Mobile and Wireless Solutions

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's New Zealand Mobile and Wireless Solutions research keeps clients abreast of the latest developments and trends in the New Zealand market for network infrastructure, access devices, applications, and services based on mobile and wireless technologies. The program offers in-depth evaluations of market dynamics, thorough assessments of opportunities, and insightful analyses of vendors and end-users.

Markets Covered

This service covers the following segments of the New Zealand mobile and wireless market:

- ·Cellular (2.5G/3G/3G Evolved: GSM/WCDMA/HSDPA/HSUPA; CDMA/CDMA2000 1xEV-DO; UMTS TDD)
- ·Wireless LAN and wireless broadband (802.11 [WiFi & Mesh WiFi], 802.16 [WiMAX], and 802.20 [MBWA])
- ·Business and consumer markets
- ·Mobile devices, applications, contents, and services
- ·Emerging mobile solutions, such as push-to-talk, location-based services, and RFID

Subjects Analyzed

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

- ·Perceptions and uptake of 3G solutions
- ·Growth of wireless broadband and business models
- ·Consumer application and content revenue opportunities
- ·Enterprise mobility solution revenue opportunities
- ·Fixed-mobile substitution and convergence
- ·Comparison between local and international market trends

Key Questions Answered

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

1. How should 3G be positioned among mobile consumers?
2. How should carriers differentiate themselves in the highly mature consumer mobile market?
3. Will the various wireless technologies become interoperable?
4. What is the market opportunity for vendors of mobile hardware, software, and services in the enterprise market?
5. What are the drivers and inhibitors of the New Zealand SME mobile market?

New Zealand Mobile and Wireless Solutions



Source: IDC

Competitive Analysis

IDC's New Zealand Mobile and Wireless Solutions research reviews technologies, vendor strategies and market positioning, and end-user perspectives as well as offers guidance for the future directions of the New Zealand mobile and wireless market. Examples of companies tracked include:

Telecom New Zealand, Vodafone, TelstraClear, Broadcast Communications Limited, Alcatel-Lucent, Ericsson, Nokia, Motorola, Samsung, Microsoft, Woosh Wireless, CallPlus and Compass Communications.

Research Agenda

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

Cellular Network Vendors & Service Providers Competitive Analysis: Lucent, Nokia, Ericsson & Motorola
This report reviews the cellular network vendors and service providers in New Zealand examining key relationships and competitive positioning. Profiles of each participant along with an analysis of service strategies and a capability assessment are provided. The study also examines the degree of international leverage afforded by the New Zealand branches of these multinational organizations, and hence the long range strategic focus of each provider. Criterion relating to operators' selection of network vendors is studied and dissected so that a comparitive analysis of operator-vendor contracts and the factors leading to their existence is prepared. New Zealand mobile market conditions affecting these network vendor-service provider collaborations and their ability to adapt by either upgrading or switching vendors are also included in the analysis.

New Zealand Cellular Services 2006-2010 Forecast & Analysis
This study reviews and forecasts the New Zealand cellular market in terms of subscribers, service revenue, and carrier market shares. Analysis is performed by user segment, voice and non-voice service, and technology generation.

Competitive Analysis of New Zealand Wireless Service Providers
This report provides the results of a competitive profiling and analysis of New Zealand mobile and wireless operators. In addition to the traditional cellular service providers Telecom New Zealand and Vodafone, the report considers BCL, Woosh Wireless, CallPlus, Compass and regional wireless service providers. The study assesses their competitive positioning by analyzing the business models, key relationships, service offerings, core competencies, resources and the marketing and strategic activity of each participant.

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.

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.

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

IDC
Analyze the Future

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 850 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 42 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

IDC New Zealand, Level 7, 246 Queen Street, Auckland, New Zealand, P.649.309.8252 F.64.9.309.2774

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

CM_IDC_P7186_1106