# Mobile Enterprise Network Services

*AN IDC CONTINUOUS INTELLIGENCE SERVICE*

IDC's *Mobile Enterprise Network Services* research analyzes the enterprise market for wireless voice and data services. It identifies the challenges businesses face when adopting wireless solutions and the strategies implemented by mobile operators to facilitate enterprise use of wireless services. The market opportunity for business wireless data services such as email, 3G mobile broadband, and LBS are identified, and evolving trends in managed mobility services, corporate liability, and fixed mobile convergence are addressed. Profiles and analyses of major global wireless service providers, their solutions, and market trends are also included.

## Markets Covered

This service covers the following segments of the mobile enterprise network services market:

- Business wireless voice and data connectivity
- Managed mobility
- Next-generation voice/FMC
- Channels to market for devices and services
- 3G mobile broadband
- Corporate location-based services
- Service offerings from mobile operators
- Evolution of operator strategies to enterprise mobility

## Subjects Analyzed

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

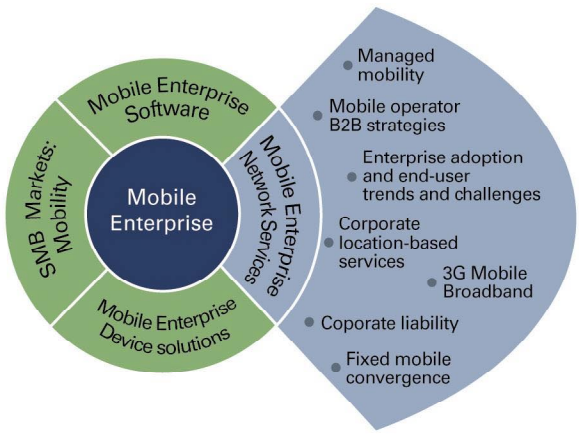
- Mobile operator and fixed-line carrier strategies for enterprise mobility
- Changes in the managed mobility ecosystem
- Enterprise data and voice adoption challenges and trends
- Impact of fixed mobile convergence
- Partnership/channel strategies
- Demand-side trends

## Key Questions Answered

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

1. What is the role of the mobile operator in delivering business solutions across the enterprise?
2. How does the growing popularity of 3G mobile broadband affect the productivity of workers and change the model of gaining data access for the mobile worker?
3. What are the key opportunities and issues presented by the growth of corporate-liable accounts?
4. How will business wireless buying behavior shift with increased wireless data adoption?
5. How are enterprises managing the complexity mobility brings to the IT department?
6. How can operators and vendors implement products and solutions that can meet the needs of multinational companies?
7. What are the key lessons learned from mobile operators across the globe when it comes to increasing business wireless usage?

## Mobile Enterprise Markets Analyzed




Source: IDC

## Companies Analyzed

IDC's *Mobile Enterprise Network Services* research examines how mobile operators and other mobile service and solution providers are positioning themselves to compete in the worldwide wireless business market. This service reviews the strategies, market positioning, and future direction of several providers in the wireless business network services market, including:

@Road, Alltel, AT&T, Avaya, Bell Mobility, BT, Cbeyond, Cisco, deCarta, Embarq, Enterprise Mobile, HP, IBM, InPhonic, Integrated Mobile, Intel, Kyocera Wireless, Lucent, Microsoft, mindWireless, Mino Wireless, Motorola, Movero, Navteq, Networks in Motion, Nokia, NTT DoCoMo, Orange Business Services, QUALCOMM, Qwest, RIM, Rivermine, Rogers Wireless, Sprint, Telefonica, Telenav, TELUS, T-Mobile, TRAQ, U.S. Cellular, Vercuity, Verizon Wireless, Visage Mobile, and Vodafone.

## Core Research

This service focuses on the following core research. In addition to the insight provided in this service, IDC may conduct additional research on specific topics, or emerging market segments, via research offerings that require additional IDC funding and client investment.

***Wireless Business Services Forecast***
This study provides a five-year forecast and analysis of mobile operator's business voice and data services market.

***Mobile Operator Competitive Analysis***
This study illustrates how the major global wireless operators are positioned in the U.S. and global B2B markets, comparing their service offerings, product breadth, and internal structures and demonstrating how well they meet the needs of their customer base.

***3G Mobile Broadband Forecast***
This study examines the market for 3G mobile broadband connectivity and forecasts the growth of subscribers and revenue from this increasingly popular data access method.

***Managed Mobility Analysis and Forecast***
This study analyzes the key requirements and global providers of managed mobility, including rate optimization, usage management, customer service, and procurement and auditing.

***Mobile Operators' Business Profiles***
This series of in-depth profiles looks at major global mobile operators and their strategies, lessons learned, and best practices for deploying business services to enterprise customers, including sales strategies, pricing, and partnerships.

***Mobile Operators Business Strategy***
This series of studies looks at global mobile operators and their strategies, lessons learned, and best practices for deploying business services to enterprise customers, including sales strategies, pricing, and partnerships.

## 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-plus years reflects our commitment to investing in our customers.

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