

Telecommunications Services Vertical Views

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Telecommunications Services Vertical Views* research assists service providers in assessing and quantifying telecom services market opportunities within U.S. vertical industries. The service provides a detailed five-year market forecast for 18 vertical industries, enabling clients to assess the competitive environment for service provision and partnering on an industry-by-industry basis. This service also provides access to primary research on enterprises' spending patterns, technology implementation plans, investment priorities by industry, and service provider selection criteria.

Markets and Industries Covered

- Telecommunications services by wireline voice, wireline data, wireless voice, and wireless data services segmented by circuit-switched and IP-based services
- Data services segmented by legacy and IP-based services
- Wireless services
- Managed IP/PBX and managed router services
- Customer spending trends and priorities by 18 industries: banking, insurance, securities and investment services, discrete manufacturing, process manufacturing, retail, wholesale, government, healthcare providers, education, professional services, consumer and recreational services, communications and media, transportation, utilities, construction, home business and consumer, and resources

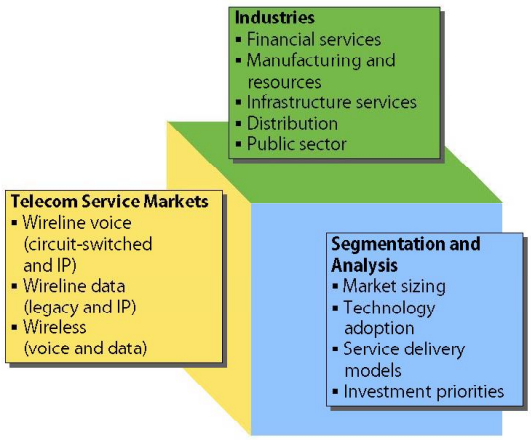
Subjects Analyzed

- Telecom services spending in very large, large, medium-sized, and small businesses
- Telecom services spending and budget trends by industry
- Top investment priorities and market opportunities by industry
- Buyer requirements in the context of industry processes and business issues, product positioning, and the competitive landscape
- Technology implementations
- Managed services adoption and penetration

Key Questions Answered

1. What is the five-year forecast for U.S. telecommunications services (voice, data, and wireless) by industry?
2. What are U.S. companies' telecommunications services plans regarding current spending, budget trends, purchasing patterns, and top investment areas?
3. What are the vertical-specific business issues affecting telecommunications usage, spending, service delivery models, and technology deployment?
4. What are the buying behavior trends of companies in the targeted vertical industries?
5. Why and how are companies adopting managed network services?

U.S. Telecommunications Services Vertical Views Coverage



Source: IDC

Service Benefits

IDC's *Telecommunications Services Vertical Views* research offers insight and analysis on service delivery trends and adoption, migration strategies, service provider selection criteria, and purchasing patterns across vertical industry sectors. This service provides clients with the telecom-specific industry forecasts and end-user survey data needed to quantify market opportunities and develop market-specific product and positioning strategies.

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.

Industry Outlook 2009
This study discusses IDC's viewpoint on 18 industries for 2009. Additionally, it details industry events of 2008, as well as predictions for 2009 and their impact on spending and IT priorities.

U.S. Telecommunications Services Forecast and Analysis by Industry
This study examines the market opportunity for selling telecommunications services into U.S. industry sectors. It provides a five-year market forecast for 18 industries. The studies are centered on the following enterprise telecom markets: wireline voice and data and wireless voice and data services. IP/PBX managed services and router managed services are also included in the forecast segmentations.

U.S. Telecommunications Services Forecast and Analysis by Industry: Midyear Update
This study provides a midyear update to the U.S. market opportunity for telecommunications services by 18 industries.

U.S. Telecom Decision Monitor
This study presents and analyzes the results from IDC's *Telecommunications Vertical Views Survey* of 2,500 end users, providing insight into enterprises' telecom investment and implementation strategies by industry.

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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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. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 43 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.

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