

## Service Enablement & Analytics

Global, in-depth coverage of service enablement (OSS/BSS), analytics, AI (machine/deep learning), customer experience, revenue management, managed services and telecom APIs as developed by standards organizations

### DELIVERABLES

#### – Market Trackers (3)

Worldwide and regional market size and share information

#### – Surveys (3)

In-depth interviews with key market players

#### – Leadership Analysis (4)

Profiles leading industry vendors and their capabilities

#### – Market Insights (~12)

Analyst commentary on market shifts, technology and regional developments

#### – Briefings

Quarterly scheduled briefings with analysts on research highlights

#### – Analyst Access

For prompt responses to urgent questions.

### Market Trackers – Delivered in Excel and PDF analysis

- **Subscriber Data Management Tracker** – forecasts, analysis, and trends for SDM software and services
- **Revenue Management Market Tracker** – forecasts, analysis, and trends for revenue management
- **Telecom API Market Tracker** – analysis of APIs being developed by standards groups

### Surveys – Delivered in PDF

- **Next Gen OSS/BSS Survey** – analyzes the plans of service providers in transforming their OSS/BSS
- **Analytics Survey** – analyzes the plans and needs of service providers in terms of analytics for network automation, customer care, billing and new services
- **Revenue Management Survey** – analyzes the plans and needs of service providers regarding revenue management

### Vendor Analysis Reports \* – Delivered in PDF

- **OSS/BSS Vendor Analysis** – profiles leading OSS/BSS vendors and how they are helping operators with digital transformation and enabling next gen services
- **Analytics Vendor Analysis** – profiles, analyzes analytic vendors in their contributions towards automation in the network, new services and new ecosystems such as IoT
- **Customer Experience Analysis** – profiles and analyzes vendors who are helping operators offer innovative customer experience
- **Modern Day Billing for Cable/MSOs** – profiles, analyzes billing vendors who are helping cable/MSOs offer new services

*\*These reports are subject to change*

## Research Coverage

Market Trackers	Measures	Coverage
<b>Subscriber Data Management</b> (annual)	Revenues	SDM software SDM services
<b>Revenue Management</b> (annual)	Revenues	Revenue Management by product type
<b>Telecom API</b> (biannual)		Telecom API developed by standards groups

Other Deliverables	Details
<b>Next Gen OSS/BSS Survey</b> (annual)	Interviews with at ~20 knowledgeable purchase-decision makers at operators worldwide regarding their perceptions and plans around next gen OSS/BSS
<b>Analytics Survey</b> (annual)	Interviews with ~20 knowledgeable purchase-decision makers at operators worldwide regarding their perceptions and plans around analytics, AI (machine/deep learning)
<b>Revenue Management Survey</b> (annual)	Interviews with ~20 knowledgeable purchase-decision makers at operators worldwide regarding their perceptions and plans around revenue management
<b>OSS/BSS Vendor Analysis</b> (annual)	Profiles leading OSS/BSS vendors and how they are helping operators with digital transformation and enabling next gen services
<b>Analytics Vendor Analysis</b> (annual)	Profiles leading analytic vendors helping operators with next gen services while running in a virtualized environment
<b>Customer Experience Analysis</b> (annual)	Profiles leading vendors helping operators with innovative customer experience
<b>Modern Day Billing for Cable MSOs</b> (annual)	Profiles leading billing vendors who are helping cable MSOs offer new services

Regions	Sample Companies (see abstracts for full lists)
<b>Worldwide</b>	Amdocs Cisco Ericsson HP Huawei IBM Intel
<b>North America (US and Canada)</b>	Juniper NetCracker
<b>Europe, the Middle East, Africa (EMEA)</b>	Nokia
<b>Asia Pacific (including Japan and Australia)</b>	Openet
<b>Caribbean and Latin America (including Mexico)</b>	Oracle SAP SAS

Related Research
Operators & Services M2M, IoT & Connectivity SDN & NFV Service Provider Broadband & Video Service Provider VoIP & IMS Mobile Infrastructure Service Provider Economics

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