

Telecommunication Strategies United States



YANKEE
G R O U P

Decision Service: Applying Analysis and Research to Specific Business Problems

The Yankee Group Telecommunication Strategies United States decision service offers strategic guidance and tactical decision support to wireline communications service providers, integrators and vendors that supply their equipment and solutions, and the enterprise CIOs who rely on them.

Decision Points

- Winning Managed Services Business in a DIY Dominated Market
- Establishing Value-Added Partnerships and Sales Strategies
- Developing and Marketing Next-Generation MAN/WAN Services
- Defining and Attacking the Market for Converged Services (VoIP/IPT)

Yankee Group Solution

Through intensive primary research of enterprise demand, technological developments and business models—and supported by proprietary market surveys—this service analyzes the key issues influencing the wireline business communications market, including:

- Enterprise spending on network services
- RBOC entry into long distance
- Metro and CLEC services
- Carrier strategies and product plans
- The evolution and impact of industry regulations
- New services such as optical light waves, Gigabit Ethernet, IP VPN and VoIP

Benefits

This service is designed to help communications service providers, integrators and vendors:

- Compete effectively in the face of deteriorating capital spending, eroding revenue streams, deregulated domestic and international markets and cautious CIOs
- Understand enterprise demand trends and deliver services needed in the marketplace
- Identify and leverage new opportunities as they emerge
- Invest prudently in winning technologies, products, partnerships and markets
- Anticipate and understand the impact of evolving regulations and new entrants
- Identify weaknesses and competitive threats

In addition, this service helps enterprise CIOs and telecommunications managers:

- Identify service provider strengths and weaknesses
- Evaluate the risks and potential of network convergence
- Understand and apply best practices
- Accurately project and validate ROI and TCO
- Reduce costs and improve network performance
- Understand the potential effect of regulation
- Assess new service offerings from an unbiased third-party perspective
- Understand the growing business role of communications technology

Deliverables

- **Research Content:** Clear, concise and action-oriented notes published throughout the year.
- **Analyst Interaction:** One-on-one access with the same analyst who conducts the research.
- **Strategy Session:** A 1-day, face-to-face, interactive session customized to the business requirements of the client.
- **Online Decision Forums:** Web-enabled audio presentations that deliver a wealth of information in a short period of time.

Related Services

Decision Services:

- Communications Network Infrastructure
- Consumer Technologies & Services
- Enterprise Computing & Networking
- Small & Medium Business Strategies
- Telecommunication Strategies (Europe, Latin America, Asia-Pacific)
- Wholesale Communications Strategies

Decision Instruments:

- Global VoIP Regulatory Dashboard
- North America Business Fixed-Line Forecast
- U.S. Business and Wholesale Wireline Carrier Tracker
- Global Network Strategies North America Survey
- U.S. Enterprise Communications Survey
- U.S. Metro Ethernet Survey

www.yankeegroup.com

Yankee Group has research and sales staff located in North America, Europe, the Middle East, Africa, Latin America and Asia-Pacific. For more information, please contact one of the regional sales offices listed below.

Boston Headquarters

31 St. James Avenue
Boston, MA 02116
USA

info@yankeegroup.com
617.956.5000 phone

London

55 Russell Square
London, WC1B 4HP
United Kingdom

euroinfo@yankeegroup.com
44.207.307.1050 phone

Canada

260 Terence Matthews Crescent, Suite 200
Kanata, Ontario K2M 2C7
Canada

canadainfo@yankeegroup.com
613-591-0087 phone