Enterprise 5G Monetization Intelligence Service

Part of the Service Provider Enterprise & Wholesale Service Area

Assess the market opportunity for leveraging public 5G to grow enterprise revenues with solutions, adjacent services, mobility, and IoT. Our research and data will help you size the market, identify the technologies and strategies necessary for success, and establish when and how MEC, FWA, and network slicing will be monetized to deliver on the 5G promise.

> " Even though CSPs talk about 5G commercial services from a marketing perspective, few have publicly announced a precise strategy or roadmap. The technology is promising and will bring tremendous possibilities, but Omdia believes that CSPs are not yet clear on the practical opportunities from this market and how to seize them.
>
> **Pablo Tomasi, Principal Analyst**

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Enterprise 5G Monetization Intelligence Service

Service Provider Enterprise & Wholesale Research Service
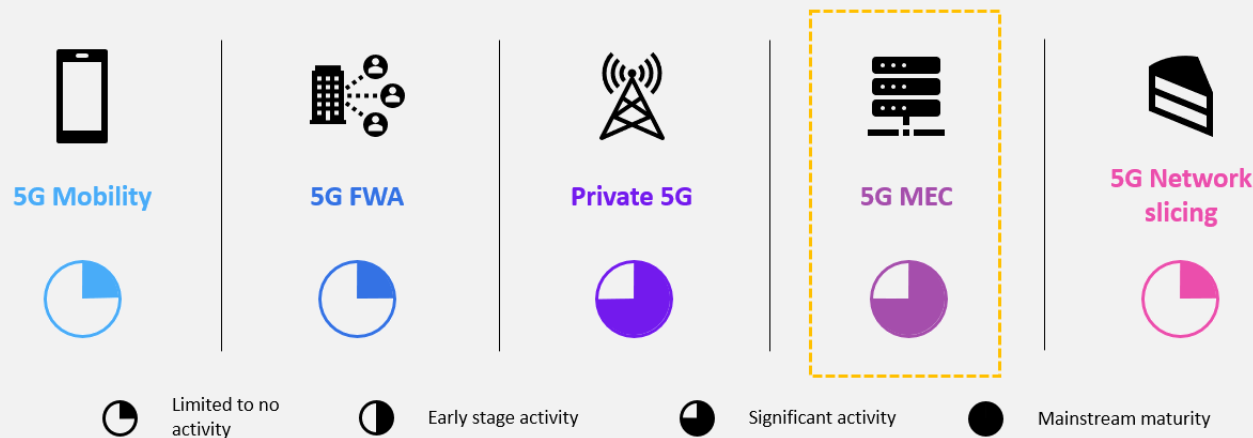
HOW OMDIA HELPS YOU

- Identify and size the opportunity

- Asses the current state of the market, competitors' activities and priorities

- Understand how to monetize enterprise 5G services

- Establish how to scale and become a market leader

KEY QUESTIONS ADDRESSED

- How many enterprise 5G connections and revenues will there be by region and country?

- What are the key initiatives CSPs are undertaking to monetize Enterprise 5G and what are the results?

- When, what, and how will network slicing deliver on the 5G promise?

- What services will CSPs and partners be able to deliver to the enterprise because of their public 5G network?

- What technologies, strategies, and structures CSPs need to seize the Enterprise 5G opportunity?

- How profitable are 5G MEC strategies and partnerships, and who between hyperscalers and CSPs is really benefitting?

Enterprise 5G services and their relative maturity

5G Mobility	5G FWA	Private 5G	5G MEC	5G Network slicing

Limited to no activity   Early stage activity   Significant activity   Mainstream maturity

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Our Expert Analysts

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Enterprise 5G Monetization: Deliverables

MARKET DATA
—Annual—

Market sizing and five-year forecast for enterprise 5G connections and revenues

CASE STUDIES/ PROFILES
—Quarterly—

Best practice and success stories; strategies and activities of competing CSPs
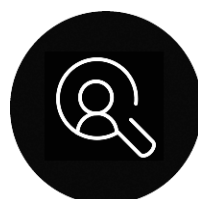
TOPICAL REPORTS
—Ongoing—

Reports providing deep dives on CSP strategies, approaches to partnerships and near-term opportunities

SURVEY REPORT
—Annual—

Focusing on enterprise adoption of 5G services, their purchasing preferences and variation by size/ industry

OPINIONS/ RESEARCH NOTES
—Ongoing—

Analyst commentary on market developments and leading service providers across major enterprise services.

ANALYST ACCESS
—Ongoing—

Prompt responses to urgent and unique questions.

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Enterprise 5G Monetization: Market Data and Survey

Enterprise 5G Mobility Forecast

Market sizing for 5G and overall enterprise mobile subscriptions and connectivity revenues for the global, regional and territory level opportunity

DETAILS

Frequency: Annual

Formats
- XLS dataset
- PPT analysis report

Published: Q4 2022

COVERAGE

Segments
- 5G
- Total

Measures
- Subscriptions
- Connectivity revenues

Geographic scope
- Global
- By region
- 67 territories

Enterprise 5G Mobility Survey

Annual enterprise survey providing the enterprise view on 5G, including purchasing preferences, goals and roadblocks

COVERAGE

This survey report provides analysis by country, enterprise size and industry delivering critical insight into the enterprise perspective on 5G services including:

- Purchasing preferences
- Additional/ complimentary services and technologies
- Roadblocks
- The device opportunity
- Potential of network slicing

Published: September 2022

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Enterprise 5G Monetization: Case studies and Profiles

Enterprise 5G Case Studies

Exemplary strategies or success stories for Enterprise 5G

This half yearly case study series explores enterprise 5G success stories, including replicable initiatives for selling and monetizing enterprise 5G.

They allow enterprise 5G players to assess and benchmark the approaches of competitors and consider the reality of 5G solution roll out in practice.

Available case studies:
- Enterprise 5G Best Practice: Paragon – Singtel's Technological Disruption(June 2022)

Enterprise 5G Mobility Profiles

This quarterly profile series provides competitive intelligence and a benchmark on enterprise 5G pace setters.

Each profile provides insight into the status of the market player, their products and solutions, number of customers, revenues and expectations, and their strategies.

- Market status
- Enterprise 5G strategy
- Investments/ coverage
- Enterprise 5G products and offerings

Available profiles:
- Vodafone Business (August 2022)

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Enterprise 5G Monetization: Reports

Trends to Watch reports

Annual analysis of the latest market developments and predicted trends, providing a timeline on when and where this market with develop.

Our Trends to Watch report provides an annual assessment of the major trends predicted to shape the enterprise 5G services market with recommendations for service providers, vendors and hyperscalers.

Topical reports

Further analysis reports will be published on major enterprise 5G services themes, including:

- **Market ready enterprise 5G opportunities (2022)**
  This report will assess who is making money now from enterprise 5G and how. It will consider the best strategies for monetizing enterprise 5G beyond private networks and the impact of 5G on enterprise mobile connections, FWA, Unified comms, cloud, security and IoT.
- **Enterprise 5G partner landscape (2023)**
- **Enterprise 5G mobility solutions: Strategies and evolution (2023)**

Available now:
- **Making enterprise 5G pay: The human factor**
- **5G services: What they mean for enterprises large and small**
- **Enterprise strategy: How to satisfy innovative ambition**
- **Market Landscape: Telco B2B customer engagement, part one – the status quo**
- **Market Landscape: Telco B2B customer engagement, part two – the way forward**

Related Research: Service Provider Enterprise & Wholesale Service Area Coverage

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Service Area Package: Service Provider Enterprise & Wholesale

- Digital Enterprise Services Intelligence Service
- SOHO & SME Services Intelligence Service
- Enterprise Network Platforms Intelligence Service
- Network Transformation Services Intelligence Service
- Private Networks Intelligence Service
- Enterprise 5G Monetization Intelligence Service
- Workforce Mobility Intelligence Service
- Unified Comms. and Collaboration Intelligence Service
- Wholesale Telecoms Intelligence Service
- Service Provider Enterprise & Wholesale Viewpoint Service
- IT Services Contracts Spotlight Service

About Omdia's Service Provider Enterprise and Wholesale Research

Omdia helps service providers establish a coherent strategy while building, running, and scaling a profitable B2B business. As more businesses choose to run more ICT as managed or cloud-based services, so service providers find themselves competing against and partnering with, an ever more complex ecosystem of vendors and platform providers.

Omdia's expert team of analysts provides strategic advice based on a robust foundation of market data to help service providers transform how they build, sell, monetize and support new services, from network to cloud, to the digital workplace.

Custom solutions
Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. *Contact us* if you have a project that you would like to discuss with a member of the team.

Our "Ask an Analyst" service provides best in class customer support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia's support team is here to help.

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Shelley Hunter
Customer Success Manager

Kâren Dyer
Customer Success Manager

96%
of our customers rate our service as Excellent or Very Good

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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.
Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses–today and tomorrow.
* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.

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