

Network Transformation Services Intelligence Service

Part of the Service Provider Enterprise & Wholesale Service Area Package

Analysis and data focusing on the evolving market for WAN services and how they are being transformed through new carrier platforms and processes, it explores the opportunities and models for success, along with adjunct topics including network security, operations, professional services, orchestration and services synergies.

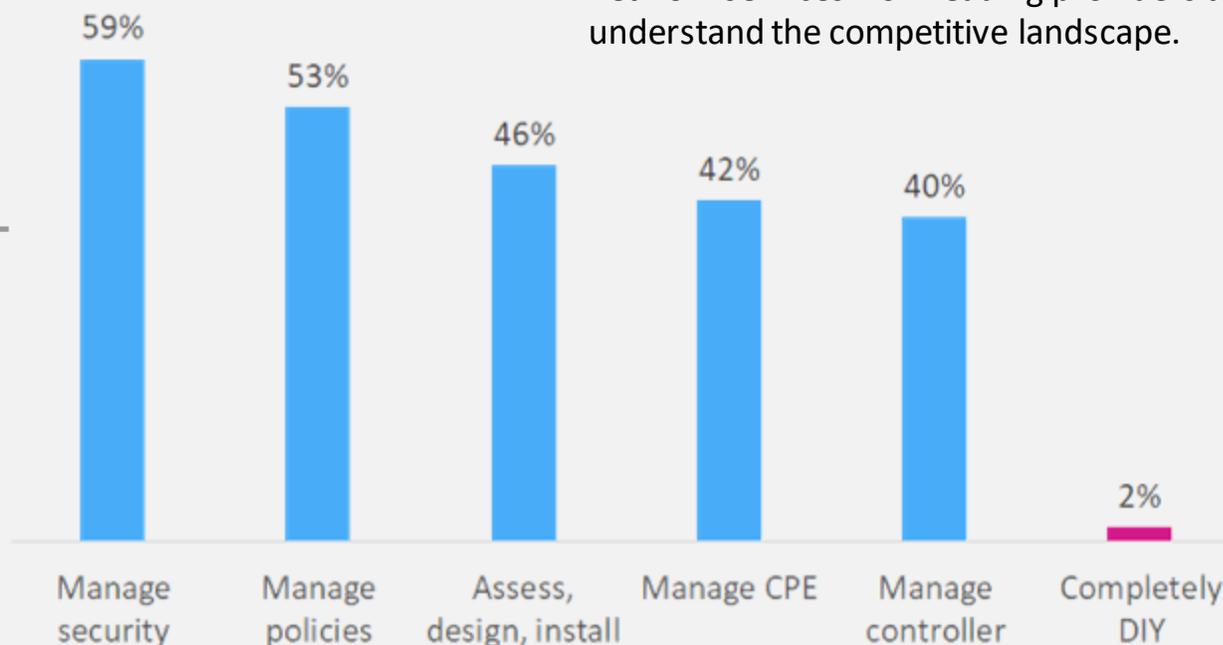
“ The options for modern enterprise networks are proliferating. Enterprises draw on network transformation – hybrid networks, SD-WAN, virtualization, cloud connections and dynamic bandwidth – to bind resources together with the right mix of reliability, performance, and cost.”

Brian Washburn
Research Director

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What managed roles do service partners play in enterprise SD-WAN deployments?



n=271

Source: Omdia Enterprise Network Services Insights 2020

HOW OMDIA HELPS YOU

- Understand the market size and market growth relationships between enterprise networks and managed services
- Gain insights on global enterprise IT executive adoption trends, and their experiences with new network technologies
- Track the emergence of transformational network services from leading providers to understand the competitive landscape.

KEY QUESTIONS ADDRESSED

- How do service providers help enterprises make their WAN architectures more flexible and cost-effective?
- What trade-offs between traditional and new networking options do enterprises need to consider in evaluating WAN partners?
- What is the size of the enterprise network services market, and how is the market evolving?
- How is the relationship between network and cloud services evolving for innovation, cost savings and efficiency?
- What advantages can the range of service partners bring to enterprises?

Network Transformation Services: Our Expert Analysts



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Network Transformation Services: Deliverables



MARKET DATA

—Biannual—

Market sizing and five-year forecasts for global enterprise network services.



MARKET TRACKING

—Quarterly—

Quarterly tracking of innovative SD-WAN service launches, partnerships and contract wins.



REPORTS

—Ongoing—

Reports providing insight on emerging technologies and business models from top incumbent and alternative providers.



TRENDS TO WATCH

—Annual—

Analysis of major market developments and predicted trends for the next 12 months



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

—Ongoing—

Prompt responses to urgent and unique questions.

Network Transformation Services: Market Data

Global Enterprise Network Services Total Addressable Market Five Year Forecast and Market Sizing

Global Enterprise Network Services market sizing and forecasts for 10 core network and managed network services.

DETAILS

Frequency: Biannual (Q2, Q4)

Measures

- Service revenues

Countries: Global

COVERAGE

- Network Services
 - Dedicated internet access
 - Ethernet VPN
 - Fixed broadband services
 - Managed LAN services
 - Managed router services
 - Managed SD WAN
 - Managed WLAN services
 - MPLS
 - Private leased circuits
 - WAN optimization services
- Service by industry (15)
- Service by geography (20 countries, rest of region)

Enterprise Fixed Broadband Subscription and Revenue Forecast: 2020-25

Subscription and service revenue forecasts for the enterprise fixed broadband market in 67 countries and eight regions

DETAILS

Frequency: Annual (Q4)

Measures

- Subscriptions
- Service revenues

Countries: 67 countries

COVERAGE

- Fixed broadband - business

Network Transformation Services: Market Data and Tracking

Enterprise Fixed Voice Subscription and Revenue Forecast: 2020-25

Subscription and service revenue forecasts for the enterprise fixed voice market in 67 countries and eight regions

DETAILS

Frequency: Annual (Q4)

Measures

- Subscriptions
- Service revenues

Countries: 67 countries

COVERAGE

- Fixed voice - business

SD-WAN Innovation Tracker

Frequency: Annual (Q4)

Demand from enterprises for SD-WAN continues to grow. Service providers bridge the expertise gap and add value to platforms. We track innovative service launches and enhancements, alliances and partnerships, and key enterprise contract wins through the service provider lens.

Network Transformation Services: Reports

Trends to Watch Report – Enterprise Network Services

Analysis of major market developments and predicted trends for the next 12 months

Publication: Q4

This report provides an annual assessment of the major trends predicted to shape global enterprise network markets in 2021. The report provides recommendations for enterprises, service providers and vendors.

Economic data: COVID-19 impact and provider response (following 1H2020 results)

Publication: Q3

An assessment of COVID-19's financial impact on service providers, based on their reported results. This report puts numbers to the impact in the service provider sector from the first full quarter of the global pandemic. It includes guidance and recommendations based on the range of provider responses.

Flexibility and automation for complex large enterprise services

Publication: Q3

Examines the workflow automation and AI/ML tools that help enterprises manage their networks more effectively. The focus is on intelligence services that assist with faster reactive, improved proactive, and even predictive/prescriptive recommendations.

Implications of 5G on network service revenues

Publication: Q3

5G is a promising frontier, and COVID-19 gives the technology a prominent role as a flexible wired WAN substitute. In the short-term, enterprise 5G revenues may compete against and cannibalize other network revenue sources. This report explores the implications for service providers as 5G for B2B settles into its role amongst competing access technologies.

Network Transformation Services: Reports

Intersection of managed SD-WAN and security services

Publication: Q3

SD-WAN is now mainstream, leaving the question how best to secure these solutions. Competing visions are converging on this burgeoning market. We assess available service provider options help enterprises secure SD-WAN as part of a managed services platform, and the strengths that different categories of service providers bring for best-of-breed or all-in-one enterprise network/security solutions.

Comparative report: WAN provider enterprise edge services

Publication: Q4

An update of the service provider edge and the range of managed solutions that provision and host, distribute applications, secure, and support the edge. We explore what types of providers vie for a role in the market, and what applications appear to have greatest potential to go commercial and grow rapidly

Topical Analysis

Commentary, research notes and reports providing insight on new services, technologies and business models from top providers and new entrants. Research will address major industry themes, including the role of 5G, the impact of SD-WAN standardization and of COVID 19.

Related Research: Service Provider Enterprise & Wholesale Service Area Coverage



Service Area Package: **Service Provider Enterprise & Wholesale**

Digital Enterprise Services
Intelligence Service

SOHO & SME Services
Intelligence Service

Enterprise Premises Networks
Intelligence Service

Network Transformation Services
Intelligence Service

Private Networks
Intelligence Service

Unified Comms. and Collaboration
Intelligence Service

Wholesale Telecoms
Intelligence Service

Enterprise Mobility
Intelligence Service

Service Provider Enterprise & Wholesale Viewpoint Service

IT Services Contracts
Spotlight Service

Enterprise Services TAM
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.

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

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



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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.