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Network Transformation Services Intelligence Service

Part of the Service Providers Enterprise and Wholesale 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.

**PRODUCT OVERVIEW | Network
Transformation Services Intelligence
Service**

VMCIA

“ With supply chain disruptions, service providers must look for alternative ways to fulfill demand in the short and longer term. In the shorter term, they should work on inventory management of new and refurbished products. In the longer term, they can educate enterprises on NFV and universal customer premise equipment (uCPE).

Adeline Phua
Principal Analyst

Network Transformation Services Intelligence Service

Part of the Service Provider Enterprise and Wholesale Service Area Package

Scaling bandwidth is only step one, NSPs can design more innovative flexible contracts to suit their enterprise customer's needs.

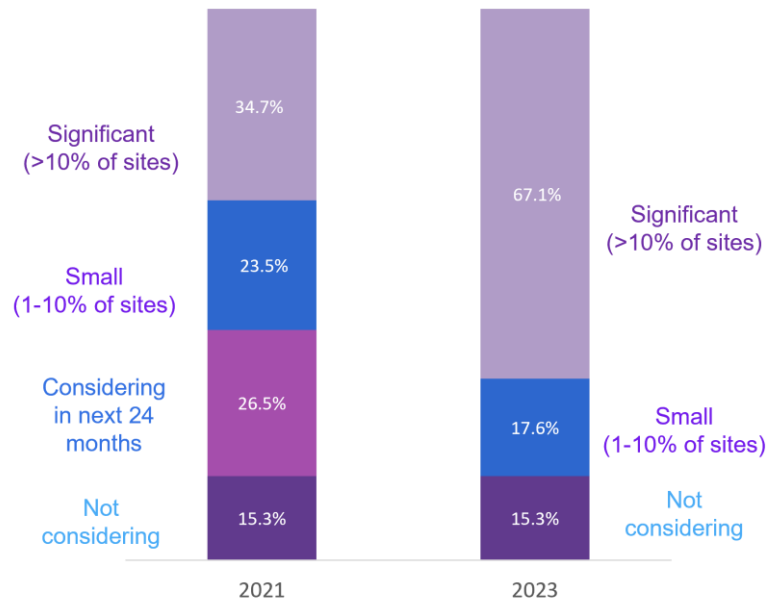
HOW OMDIA HELPS YOU

- 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?

Pace of adoption for bandwidth-on-demand



Source: Omdia Enterprise Network Services Insights Survey 2021
Note: Total survey respondents = 404

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Network Transformation Services: Our Expert Analysts



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Network Transformation Services: Deliverables



MARKET DATA

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



MARKET TRACKING

Annual tracking of innovative SD-WAN and SASE service launches, partnerships and contract wins



REPORTS

Reports providing insight on emerging technologies and business models from top incumbent and alternative providers; Annual Trends to watch report.



SURVEY REPORT

Enterprise survey analyzing enterprise network services drivers and challenges, adoption and technologies, and operations



ANALYST INSIGHTS

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



ANALYST ACCESS

Prompt responses from Omdia's analyst team to urgent and unique questions.

Network Transformation Services: Market Data

Global Enterprise Network Services Forecast

Global Enterprise Network Services market sizing and forecasts for 10 core network and managed network services. Data and Analysis report (Bi-annual).

DETAILS

Frequency: Bi-annual

Measures

- Service revenues

Geographies

- 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)

Global Enterprise Fixed Broadband Services Forecast

Subscription, service revenue & ARPU forecasts for the enterprise fixed broadband market in 66 countries and eight regions

DETAILS

Frequency: Annual

Measures

- Service revenues
- Subscriptions
- ARPU

Geographies

- Global
- 66 countries

COVERAGE

- Fixed broadband - Enterprise

Network Transformation Services: Reports and Survey

Topical Reports

Commentary and analysis providing insight on new services, technologies and business models from top providers and new entrants

Trends to Watch report

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.

Recently published topical reports include:

- **Market Analysis: The impact of Edge in Manufacturing, Retail and Finance** (Q423)
- **SASE: Waiting for the tipping point** (Q322)
- **Network as a service: Rebranding bandwidth-on-demand** (1Q23)

Planned topical reports:

- **Service Provider Managed Network Security Strategies** (2Q23)
- **Communications Provider Enterprise Revenue Evolution and Outlook – 2023** (4Q23)
- **Service Provider Enterprise-Automated Networks Update** (4Q23)

Enterprise Network Services Insights

Annual survey of enterprise services decision-makers with analysis of technology purchase decision criteria, and process

DETAILS

Frequency: Bi-annual

This report is meant for service provider sales teams that need to understand how enterprises buy technology services. It also instructs enterprises about practices among peers evaluating IT and network services and their potential suppliers.

The survey addresses how technology purchase decisions are made, who is involved in technology purchasing and how enterprise assess solutions, both in terms of metrics and methods.

The respondent pool consists of organizations' executive and IT/technology departments. Roles include CEO, CIO, COO, CTO, CFO, IT director, network/WAN director, cloud service director, and equivalent titles involved in enterprise technology buying.

By understanding enterprises' and suppliers' relative challenges, mutual understanding should lead to better decisions and outcomes.

Network Transformation Services IS – Overview '23



MARKET DATA & ANALYSIS

**Global Enterprise Network Services Forecast – 2H22
Data Update (2Q23)**
**Global Enterprise Network Services Forecast – 2H22
Analysis Update (2Q23)**
**Global Enterprise Network Services Forecast – 1H23
Data Update (4Q23)**
**Global Enterprise Network Services Forecast – 1H23
Analysis Update (4Q23)**



END USER SURVEY

2023 Enterprise Network Services Insights (4Q23)



MARKET ANALYSIS

**2024 Trends to Watch: Network Transformation
Services (4Q23)**
**Network as a service: Rebranding bandwidth-on-
demand (1Q23)**
**Service Provider Managed Network Security Strategies
(2Q23)**
**Communications Provider Enterprise Revenue Evolution
and Outlook – 2023 (4Q23)**
**Service Provider Enterprise-Automated Networks
Update (4Q23)**

Related Content: Service Provider Enterprise & Wholesale Service Area



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

Digital Operator Enterprise
Services Intelligence Service

Digital SOHO & SME Operator
Services Intelligence Service

Enterprise Network Platforms
Intelligence Service

Network Transformation Services
Intelligence Service

Private Networks
Intelligence Service

Wholesale Telecoms
Intelligence Service

Service Provider Enterprise & Wholesale Viewpoint Service

IT Services Contracts
Spotlight Service

About Omdia's Service Provider Enterprise & Wholesale

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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Kâren Dyer
*Customer Success
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Thank you

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