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Digital Enterprise Operator Services Intelligence Service

Part of the Service Provider Enterprise & Wholesale Service Area Package

Analysis and data exploring next generation enterprise services such as cloud computing, edge services, and the digitization of business processes in the large enterprise (LE) and MNC segment, with coverage that includes the changing nature of contractual relationships, and the strategies for developing and supporting new LE/MNC services.

**PRODUCT OVERVIEW | Digital Enterprise
Operator Services Intelligence Service**



COMCAST

Digital Enterprise Operator Services Intelligence Service

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Enterprises have consistently mentioned that they have failed to achieve their digital objectives

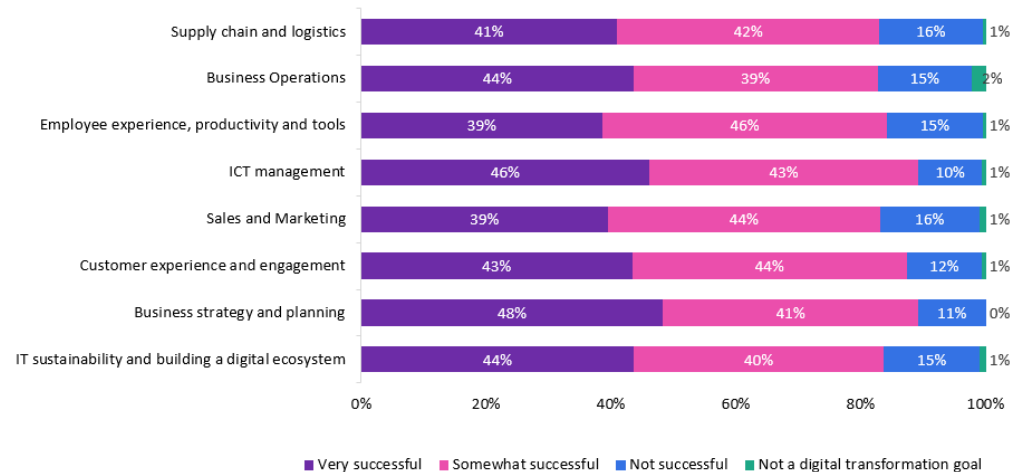
HOW OMDIA HELPS YOU

- Compare opportunities and establish the best areas to place investments and resources.
- Understand the global aspirations and digital ambitions of the CxO community
- Analyze contract trends to gain insight into how contracts are evolving
- Understand who the leaders are in various segments and how to compete better

KEY QUESTIONS ADDRESSED

- What is the size and what are the growth opportunities for professional services and outsourcing markets, and how are these markets evolving?
- What professional services opportunities do technologies such as cloud, cybersecurity, IoT and edge bring to the ICT ecosystem?
- What will be enterprises' demands and expectations from external partners as their digital projects accelerate?
- How will vendors and IT service providers change their business models to adapt to changing technology demands?
- From flexibility and ROI, to levels of support and risk reward outcomes, how will enterprise IT buying patterns change?

Q. How successful have your organization's digital transformation programs been in the following areas? (based on executive, stakeholder feedback and/or ROI)? (Percentage of respondents, global)



Source: Omdia
N=359

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Digital Enterprise Operator Services: Our Expert Analysts



Adam Etherington
Senior Principal Analyst
Digital Enterprise Services



Andreas Olah
Senior Analyst
Digital Enterprise Services

Digital Enterprise Operator Services: Key Deliverables



MARKET DATA

Market sizing and five-year forecasts for Global Edge IT services



COMPETITIVE PROFILING

Analyst commentary on leading service providers across major enterprise services and their global strategies



TOPICAL REPORTS

Reports providing insight on key enterprise services and business models from top providers and new entrants



SURVEY REPORTS

Focusing on enterprise adoption of cloud, Edge services globally. With annual CxO digital intentions and priorities



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.

Digital Enterprise Operator Services: Market Data

Global Edge ICT Services Total Addressable Market Forecast: 2024–28

This forecast covers any consulting, integration, network, security, storage, compute, and managed services at the edge; further segmented by provider type, country, vertical, edge location.

DETAILS

Frequency: Biannual

Measures

- Service revenues

Geographic coverage: Global, 20 countries & rest of regions

COVERAGE

Edge Services

- Edge consulting services
- Edge Integration services
- Managed Edge services
- Edge storage/compute services
- Edge security services
- Edge network services

Provider Type

- Data center operator
- Hyperscaler
- Independent software vendor (ISV)
- Management Consultancy
- Other vendor (IT/Infrastructure)
- System Integrator
- Telco

Edge Location

- Customer Premises
- Data Center
- Point of Presence (PoP)

Vertical

- Education
- Energy & Utilities
- Financial Services
- Healthcare
- Information Technology
- Manufacturing
- Media & Entertainment
- Others
- Professional Services
- Public Sector – Government

- Resources & Mining
- Retail
- Telecommunications
- Transportation & Logistics

This forecast is accompanied by an annual analysis report.

Digital Enterprise Operator Services: Market Data & Analysis/ Survey Insights

Global B2B Cloud Services Forecast update and Trends

This report provides an updated forecast and trends for the global cloud services market across managed and professional services for multi and hybrid cloud.

It includes recommendations for services providers, and enterprise and government decision-makers.

2024 CxO Advisory – Cloud, Edge, AI, IoT and Security

This report presents highlights from Omdia's CxO survey for 2024, indicating tech and business priorities.

Enterprise Services TAM Forecast Analysis

This report discusses the latest global enterprise services forecast, including economic assumptions, vertical/regional differences, and emerging technology trends affecting network, cloud, infrastructure, security, AI, and blockchain services.

Digital Enterprise Operator Services Survey – Managed Cloud and Edge

This report based on an enterprise survey describes the level of managed-cloud and edge adoption and opportunities for service providers.

Digital Enterprise Operator Services: Vendor Assessments & Deals

IoT Solutions & Platforms Assessments

This report series provides a competitive analysis of IoT services and solutions of major telcos.

Each report focuses on major enterprise telco and assesses their IoT services portfolio, go-to-market strategy, and provides ratings relative to the average among their peers. Telcos included in the report series are Orange, Telefónica, BT, Verizon, Vodafone and AT&T.

Market Radar: Telco professional services at the edge

This Market Radar report assesses and compares operator professional services solutions delivered at the Edge.

Deals Analysis 2024: Global Enterprise Services

Commentary on some of the major enterprise services deals and analysis of the major trends and themes they reveal.

Digital Enterprise Operator Services: Market Data & Analysis

2025 Trends to Watch – Enterprise Services

Analysis of the latest market developments and predicted trends, with an assessment of their implications.

Our annual Trends to Watch report provides an annual assessment of the major trends predicted to shape the global enterprise services market in the following year with recommendations for service providers.

Topical Reports

Further analysis and survey reports will be published on major enterprise services themes, with a particular focus on the impact of emerging technologies on the global market.

Recently Published Data and Analysis

Market Data

- AI Network Traffic Forecast: 2022–30
- Global Edge ICT Services Total Addressable Market Forecast: 2023-27

Market Analysis

- Global Enterprise Services Forecast 2023–28: \$3.5 Trillion Market Despite Tightening Enterprise Budgets
- Service Provider Enterprise and Wholesale Revenue: Results and Outlook
- Digital Enterprise Services Survey 2023 – Managed Cloud & Professional Services
- Global Managed Security Services Forecast Updates and Trends: 2024–28
- 2024 Trends to Watch: Telco B2B Strategy
- Dreamforce 2023: Salesforce leaps with Gen AI, SIs flourish in \$21bn services market
- IoT Solutions & Services Strategy Assessment: BT
- Managed Services at the Edge: Monetization Opportunities and Challenges
- Digital Enterprise Services: Partnering for Success in 2024
- Digital Enterprise Services: Enterprise Midmarket Assessment

Related Content: Service Provider Enterprise & Wholesale Service Area



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

Digital Enterprise Operator
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

Enterprise 5G Monetization
Intelligence 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

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Shelley Hunter
*Customer Success
Manager*



Kâren Dyer
*Customer Success
Manager*



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 customersuccess@omdia.com

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Thank you

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customersuccess@omdia.com

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