



MINDIA

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Wholesale Telecoms Intelligence Service

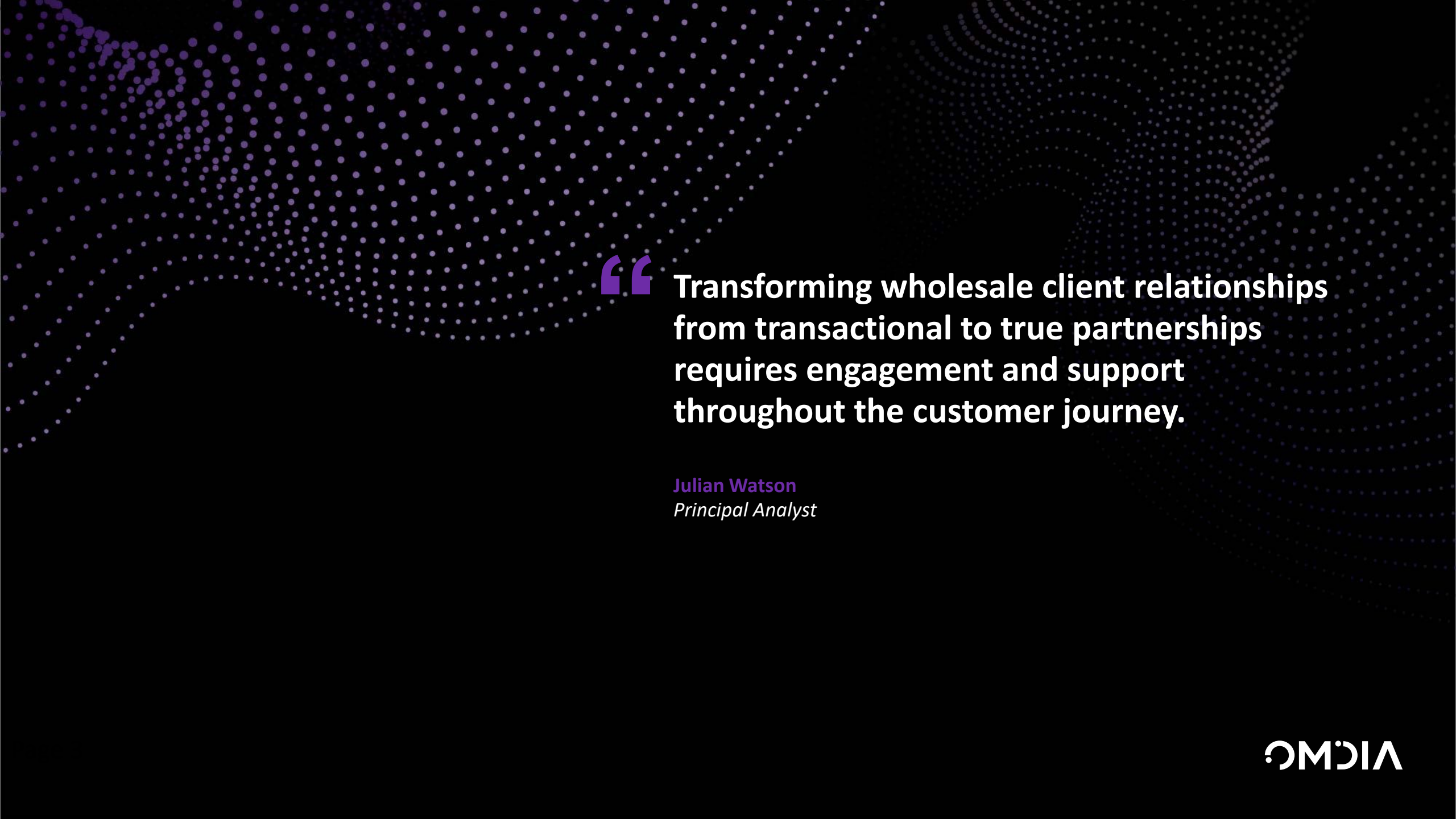
Part of the Service Providers Enterprise and Wholesale Area Package

Analysis and data to help wholesale CSPs identify growth segments and develop strategies, services, and partnerships to counter commoditization and exploit new opportunities.

**PRODUCT OVERVIEW | Wholesale
Telecoms Intelligence Service**

The VIA logo consists of the letters 'VIA' in a bold, black, sans-serif font. The letter 'V' is stylized with a small circle at its top-left corner. The letters 'I' and 'A' are also in a bold, sans-serif font. The logo is positioned in the bottom right corner of the slide.

VIA



“ Transforming wholesale client relationships from transactional to true partnerships requires engagement and support throughout the customer journey.

Julian Watson
Principal Analyst

Wholesale Telecoms Intelligence Service

Part of the Service Provider Enterprise and Wholesale Service Area Package

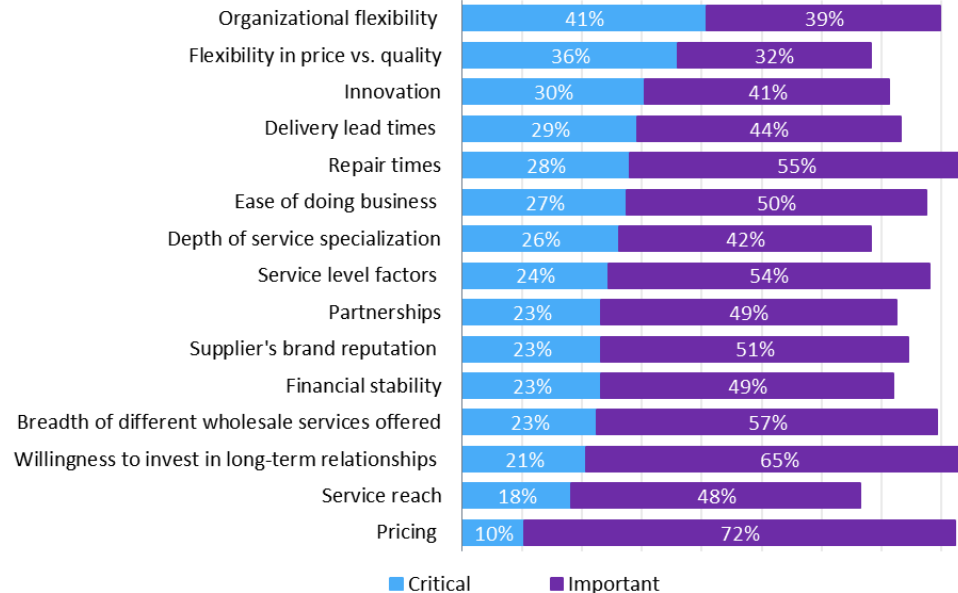
HOW OMDIA HELPS YOU

- Identify growth markets and the evolving needs of customers
- Assess innovative wholesale strategies, services, and partnerships to counter the commoditization of traditional services
- Understand how wholesalers are reaching and serving new customer segments via indirect channels

KEY QUESTIONS ADDRESSED

- How do wholesalers collaborate to improve their support of end-to-end retail services?
- How are wholesalers addressing increased cybersecurity threats and telecoms fraud?
- What are wholesalers doing to improve tools and processes to work with partners more efficiently?
- What innovations help wholesalers increase revenue and reach new customer segments?
- How are wholesale partnership models evolving to enable new services?

How important are the following criteria when deciding which wholesale supplier to use?



Operational excellence coupled a partnership approach will drive wholesale success

Notes: n=164
Source: Omdia Wholesale Customer Survey – 2022

Wholesale Telecoms: Our Expert Analysts



Julian Watson
Principal Analyst
Wholesale Services



Cindy Whelan
Practice Leader
Enterprise Networks & Wholesale

Wholesale Telecoms: Deliverables



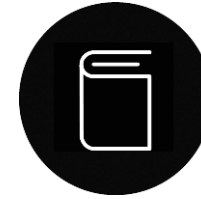
MARKET DATA

Market sizing and five-year forecasts for the global telecoms wholesale services market (biennial).



MARKET TRACKING

Global tracking of innovative wholesale services.



TOPICAL REPORTS

Reports addressing the market outlook for wholesale services, key trends to watch and topical themes critical to the market.



SURVEY REPORT

Survey of the buyers and users of wholesale services exploring their priorities (biennial).



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.

Wholesale Telecoms: Market Tracking

Wholesale Innovation Analyzer

Describes, analyzes, and rates innovations announced in the wholesale telecoms industry during 2022.

DETAILS

Frequency: Annual

The twelfth edition of Omdia's wholesale innovations analysis, will identify, describe, analyze, and rate the most innovative developments launched during 2022. Innovations announced during the year are evaluated against five criteria:

- Size of potential opportunity
- Impact on the market
- Value of first-mover advantage/uniqueness
- Potential for customer take-up
- Synergy with the company's strategy and strengths

Wholesale Announcements Tracker - 2022

An annual review of wholesale announcements made through the year

DETAILS

Frequency: Annual

This report reviews key announcements made by wholesale service providers, and the impact of those announcements. Topics covered mergers and acquisitions, terrestrial and subsea network expansion, partnerships, shared networks, and wholesale service launches.

Wholesale Telecoms: Trends to Watch and Survey Report

Trends to Watch Report

An annual assessment of the major trends predicted to shape the global wholesale market in the following year.

DETAILS

Frequency: Annual

This report presents Omdia's annual review of major trends that will impact the wholesale market in the coming year, together with a look back at some of the key trends that were identified in previous editions. It includes recommendations for wholesalers.

Wholesale Customer Survey

Survey of the buyers and users of wholesale services that explores their priorities and views of their wholesale suppliers.

DETAILS

Frequency: Biennial

Analysis of Omdia's wholesale customer survey addressing current and planned usage of wholesale services and requirements of wholesalers. Wholesale customers rate the importance of 16 criteria in selecting wholesale suppliers, and then rate their existing wholesale suppliers against the same set of criteria. The survey covers portfolio priorities, performance and quality criteria, relationships and reputation, and attitudes to price. Recommendations for wholesalers are provided.

Wholesale Telecoms: Analysis Reports

European Wholesale Market Share: 2020–22

Biennial ranking of Europe's leading and emerging wholesalers by revenue.

DETAILS

Frequency: Biennial

Ranking of Europe's leading and emerging wholesalers by revenue. For each wholesaler, revenue is broken down by domestic and international voice and non-voice services, as well as mobile (MVNO hosting and roaming). Features analysis of the performance of leading and emerging providers and the opportunities and challenges they face.

Topical Reports

Commentary and analysis addressing key aspects of the wholesale market providing strategic guidance and competitive insights.

Planned titles:

- Regional Analysis: UK Wholesale Market (3Q23)
- The Wholesale Mobile Roaming Ecosystem (3Q23)

Research Notes and Opinions

Short reports that provide easily digestible analysis on significant market developments, key market trends, and companies' strategies and technologies. Published throughout the year.

Wholesale Telecoms Intelligence Service – Overview '23



INNOVATION ANALYSIS

Wholesale Innovation Analyzer – 2022 (1Q23)



MARKET ANALYSIS

2024 Trends to Watch: Wholesale Networks (4Q23)
European Wholesale Market Share: 2020–22 (2Q23)
Regional Analysis: UK Wholesale Market (3Q23)
The Wholesale Mobile Roaming Ecosystem (3Q23)



MARKET TRACKER

Wholesale Announcements Tracker – 2022 (1Q23)



END USER SURVEY

Wholesale Customer Survey – 2023 (2Q23)

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 Service

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, 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

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- 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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*Customer Success
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Thank you

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