

# Wholesale Telecoms Intelligence Service

## Part of the Service Provider Enterprise & Wholesale Service 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.

“ To succeed in today’s marketplace, wholesalers must anticipate and meet the diverse, changing requirements of their customers and customers’ customers. This means delivering frictionless experiences, continuing to strengthen security capabilities, effective partnerships to fill portfolio gaps and leading mobile innovation. ”

**Julian Watson**

Principal Analyst

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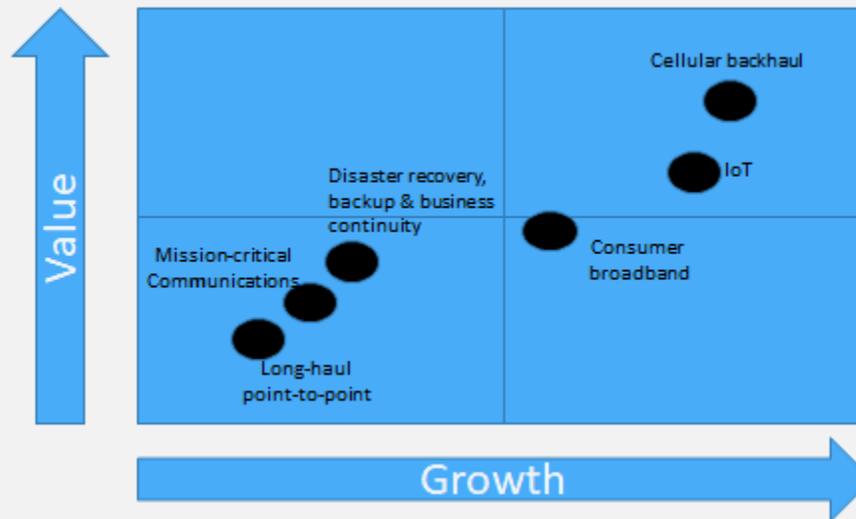
## HOW OMDIA HELPS YOU

- 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 additional 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?

Prospects for wholesale satellite communications applications



Source: Omdia, Report - Developments in the Wholesale Satellite Communications Market- GLB006-000042

# Wholesale Telecoms: Our Expert Analysts



**Julian Watson**  
Principal Analyst  
Wholesale Services



**Cindy Whelan**  
Practice Leader  
Enterprise Networks & Wholesale

# Wholesale Telecoms: Deliverables



## MARKET DATA

—Biannual—

Market sizing and five-year forecasts for the global telecoms wholesale services market



## MARKET TRACKING

—Annual—

Global tracking of innovative wholesale services.



## REPORTS

—Ongoing—

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



## SURVEY REPORT

—Annual—

Survey of the buyers and users of wholesale services exploring their priorities



## 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.

# Wholesale Telecoms: Market Data and Tracking

## Global Wholesale Market Forecast

Five-year forecasts for the global market for wholesale telecoms services, split into six major wholesale service groups, by region, and for 25 countries.

### DETAILS

**Frequency:** Biannual

**Measures:**

- Service Revenues

**Regions:**

- Global
- Regional
- 25 countries

### COVERAGE

- International
  - Backbone
  - Voice
- National
  - Backbone
  - Last mile
  - Mobile
  - Voice

## 2021 Wholesale Innovation Analyzer

Describes, analyzes, and rates innovations announced in the wholesale telecoms industry during 2021.

**Frequency:** Annual

The eleventh edition of Omdia's wholesale innovations analysis, will identify, describe, analyze, and rate the most innovative developments launched during 2021. 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 Telecoms: Report Series

## Wholesale Announcements Tracker - 2021

An annual review of wholesale announcements made through the year.

**Publication:** Q1 (2022)

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 Operator Analysis

Annual assessment of go-to-market, sales models, strategy, infrastructure, range of services of leading European operators.

**Publication:** Q3 (2022)

This report will analyse and compare the wholesale offerings and strategies of leading European providers of wholesale telecoms services including Altice, BT, Deutsche Telekom, Orange, Telefónica, Telia Carrier, TIM, Vodafone, and other key players in the European wholesale market.

# Wholesale Telecoms: Trends to Watch and Survey Reports

## Wholesale Trends to Watch - 2023

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

**Publication:** Q3 (2022)

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 exploring their priorities and views of their wholesale suppliers

**Publication:** Q2 (2022)

Analysis of Omdia's wholesale customer survey addressing customer requirements and wholesaler performance. Wholesale customers rate the importance of 15 criteria in selecting a wholesale supplier, 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.

# Wholesale Telecoms: Topical Reports

## Trends in IP transit and peering

One-off report on global IP transit/peering infrastructure, arrangements and forecasts.

**Publication:** Q1 (2022)

This report will assess the trends and dynamics in IP transit and peering, including forecasts and assessment of strategic developments from leading players.

## The case for wholesale only providers

Update to Omdia's 2021 report about the strategies of wholesale-only operators and their impact on the market.

**Publication:** Q2 (2022)

The number and variety of wholesale-only communications service providers is growing as service providers divest wholesale units and changes in national regulatory environments fosters the growth of independent network operators. We will analyze business models, go to market strategies, national regulatory environments, and the impact wholesale-only service providers have on the markets where they operate.

# Wholesale Telecoms: Topical Reports

## Wholesale security update

Update on the anti-fraud and security strategies and offerings of leading wholesale telecoms providers.

**Publication:** Q3 (2022)

This report is an update to Developments in Wholesale Telecoms Security & Anti-Fraud (2021), including an assessment of how the threat service is evolving and operator strategies, challenges, and opportunities.

## Trends in Neutral Infrastructure

An update to Omdia's 2020 assessment of carrier's initiatives to adopt neutral infrastructure models and the impact on the wholesale telecoms market.

**Publication:** Q3 (2022)

Since Omdia's 2020 report about carrier infrastructure divestitures, this trend has accelerated. More and more operators are selling their fixed and/or wireless infrastructure to generate cash and to refocus their capital and operational investment strategy. This report will analyze the drivers behind recent transactions and the impact on the market.

# 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

Workplace Mobility  
Intelligence Service

Service Provider Enterprise & Wholesale Viewpoint Service

IT Services Contracts  
Spotlight Service

## About Omdia's Service Provider Enterprise and Wholesale Research

Omdia provides deep, rich, and comprehensive research on the B2B enterprise and wholesale services markets from a team of expert analysts that has decades of collective experience.

This research tracks historical and forecast demand of key B2B services and platforms for large enterprise, SoHo / small enterprise, and wholesale sectors including WAN, internet, and managed network services; private networks and wireless services; cloud, security and professional services; and site WLAN, switch, and router platforms.

### Research and Custom solutions

Omdia's world-leading service provider industry analyst team provides expert insights and thoughtful discussion of technologies, trends, strategies, and key market drivers to clients. The team provides personalized consulting and inquiry advice and market analysis in the form of comprehensive market trackers and data sets, forecasts and surveys, strategic reports, and case studies.



# 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:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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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.