

Service Provider Operations & IT Intelligence Service

Part of the Service Provider Networks Service Area Package

Global, in-depth coverage of service provider digital transformation trends and market developments affecting operations support systems, business support systems, revenue management, data management and telecoms analytics.

“ Service providers face intense pressure to transform their IT systems, operations, and processes. Successful service providers must enable new business models and deliver a personalized experience. This will need to be based on more than just piecemeal platform changes, it will also require the transformation of underlying architectures, ecosystems and delivery models. ”

Kris Szaniawski
Practice Leader

Service Provider Operations & IT Intelligence Service

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HOW OMDIA HELPS YOU

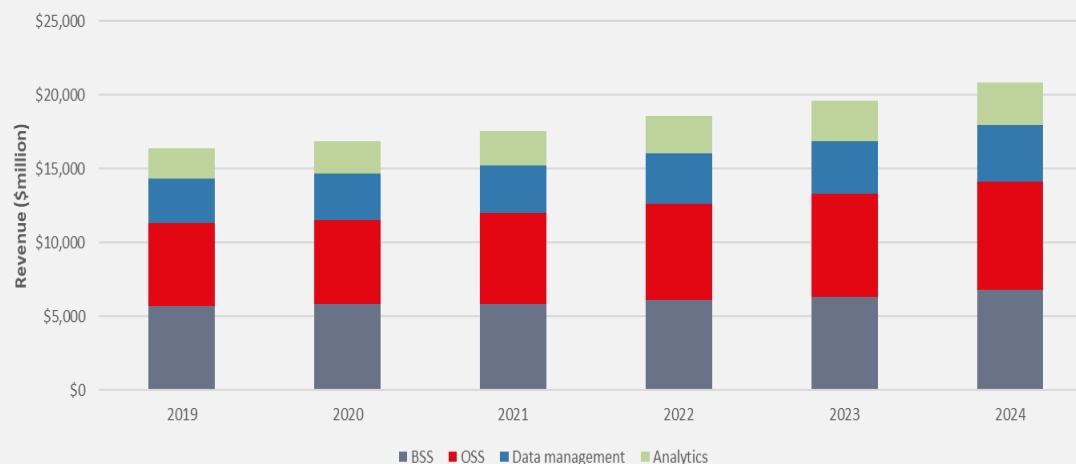
- Help telcos understand their business and digital transformation needs and support their IT investment, vendor selection and buying decisions.
- Identify telcos' decision criteria for selecting platform and service partners to enable digital transformation.
- Understand the main growth opportunities across the complex telco IT landscape

KEY QUESTIONS ADDRESSED

- How can vendors position to compete and identify new partnership opportunities in key telco IT solution areas ?
- What are the decision criteria that service providers use to select IT platform and service partners to support digital transformation?
- How large is the telecoms operations and IT market and which segments and services will drive industry growth?
- How can service providers make the right investment decisions, select vendors and evaluate the potential for new technologies and services?

Vendor telecoms IT revenue will continue to grow at a steady pace, driven by communications service provider spend on upgrading network management capabilities, monetizing new services and improving the customer experience.

Global telecom IT vendor revenue (2019–24)



Service Provider Operations & IT: Our Expert Analysts



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Practice Leader

Service Provider Telco Transformation

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Service Provider Operations & IT

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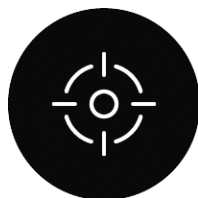
Service Provider Operations & IT

James Crawshaw

Principal Analyst

Service Provider Operations & IT

Service Provider Operations & IT: Deliverables



MARKET DATA

—Annual—

Telecom IT vendor revenue forecast & Vendor market share
Global telco IT spend forecast
Telco IT contract analytics trends analysis
Subscriber Data Management forecast



SURVEYS

—Annual—

ICT Enterprise Insights survey and report
Digital Transformation Strategies SP Survey
OSS/BSS Evolution SP Survey



REPORTS

—Ongoing, annual—

Forecast and market share reports
Trends to Watch and Strategy
Vendor Assessments
Case studies



ANALYST INSIGHTS

—Ongoing—

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



PRESENTATIONS

—Ongoing—

Analyst briefings



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions

Service Provider Operations & IT: Market Data

Telecoms IT Market Data and Vendor Revenue Forecast

Database and accompanying reports spanning all the key segments of Telecoms IT vendor revenue

DETAILS

Frequency: Annual

Measures

- Revenues

Regions

- Worldwide
- Middle East and Africa
- Asia and Oceania
- North America
- Latin America and the Caribbean
- Western Europe
- Eastern Europe

COVERAGE

- Telecom IT Vendor Revenue Forecast
- Segments covered include Revenue management, Customer management, service management, network management, data management, analytics
- Business categories covered include software licenses, implementation, integration, managed services, SaaS, consulting, maintenance

Global Telco IT Spend Forecast

Databases of global IT spend by communications service providers, covering six key technology segments

DETAILS

Frequency: Annual

Measures

- Revenues

Regions

- Worldwide
- 4 regions (Americas, Asia & Oceania, Europe, Middle East and Africa)
- 8 additional subregions
- 20 countries

COVERAGE

• **Covers six technology segments:**

- Infrastructure
- IT services
- Consulting
- Communications
- Internal
- Infrastructure

Service Provider Operations & IT: Report, Surveys and Analysis

Trends, Strategy and Vendor Reports

A series of report on set themes, topics and/or players. Investigating the major trends driving service provider transformation and reshaping the telecoms IT market in the years to come

Service Provider Operations & IT 2021 Trends to Watch

Frequency: Annual

Annual roundup of all events and developments that are expected to impact the service provider operations and IT. Typically includes an analysis of emerging technologies and capabilities and key market drivers.

Technology Innovation, Vendor Market Analysis and Assessments, and Service Provider Strategy Trends

Frequency: 10-12 per year

Topical reports delving deeper into major research themes including; successful strategies for telco digital transformation, intelligent operations as a source of innovation, telco IT strategies to support 5G and service innovation typically triggered by a major industry event. Bi-annual market radar reports.

Vendor Assessments and Case Studies

Frequency: Ongoing

Vendor specific analysis across key service provider transformation topics

Service Provider Transformation Surveys

ICT Enterprise Insights – Telecoms Survey and Report

Frequency: Annual

ICT Enterprise Insights presents the data from more than 6,600 interviews of CIOs and other senior IT decision-makers – with a report and analysis focusing on service provider transformation

Digital Transformation Strategies Service Provider Survey

Frequency: Annual

Interviews with key decision-makers at telecom service providers worldwide regarding their perceptions and plans around digital transformation, including adoption of telecoms AI, analytics and cloud-native architectures

OSS/BSS Evolution Service Provider Survey

Frequency: Annual

Interviews with key decision-makers at telecom service providers worldwide regarding their perceptions and plans around OSS and BSS, and OSS/BSS transformation

Service Provider Operations & IT: 2020-21 Research Themes

Successful strategies for telco digital transformation

Digital transformation has become a priority for telcos, but many are still uncertain of which enabling technologies and operational changes to prioritize as part of this journey. Through case studies and thought leadership pieces Omdia provides guidance on how CSPs can transition to digital service providers. This includes research identifying technology and operational priorities spanning customer management, intelligent operations, automation, and cloud-based delivery models.

Intelligent operations as a source of innovation

Intelligence and automation is playing an ever more critical role in transforming CSP operations. Omdia explores the impact of AI and analytics on customer experience, operational efficiency and automation in the telecoms sector, as well as their role in supporting new business models and technologies linked to IoT, 5G, and digital services. We will profile vendor solutions, strategies, and use cases focused on the telecoms sector.

Telco IT strategies to support 5G and service innovation

The arrival of 5G adds urgency to the need to transform telco IT and operations. These have to be capable of supporting dynamic scaling, network slicing, and help monetize new B2B and IoT business models. Topics will include 5G monetization, cloud-based delivery models, cloud-native architectures, partner management, as well as how to coordinate charging, policy, and analytics to better manage and monetize services. Omdia explores service provider strategies, the changing role of vendors and services companies, and how their solutions are evolving to support this new world.

Service Provider Operations & IT: Key 2021 topics and themes*

Global IT Spend in the Telecoms Industry Through 2025 Forecast

Telecoms IT Vendor Revenue Forecast 2021–2025 incl. network management, service management, revenue management, customer management, data management, analytics – Data & Analysis

Telecom Vendor Services Market Share Spreadsheet & Analysis

Telecoms IT Contracts Analytics Tool: Half-Yearly Analysis

ICT Enterprise Insights 2021 – Global: Telecoms Survey Report

Evolving OSS/BSS Market Trends Survey Report

Digital Transformation Market Trends Survey Report

Vendor Services Reviews of major vendors

Telecom Security – Market Overview

Data Management in Telecoms market landscape

Network Slicing – Instantiation and Orchestration

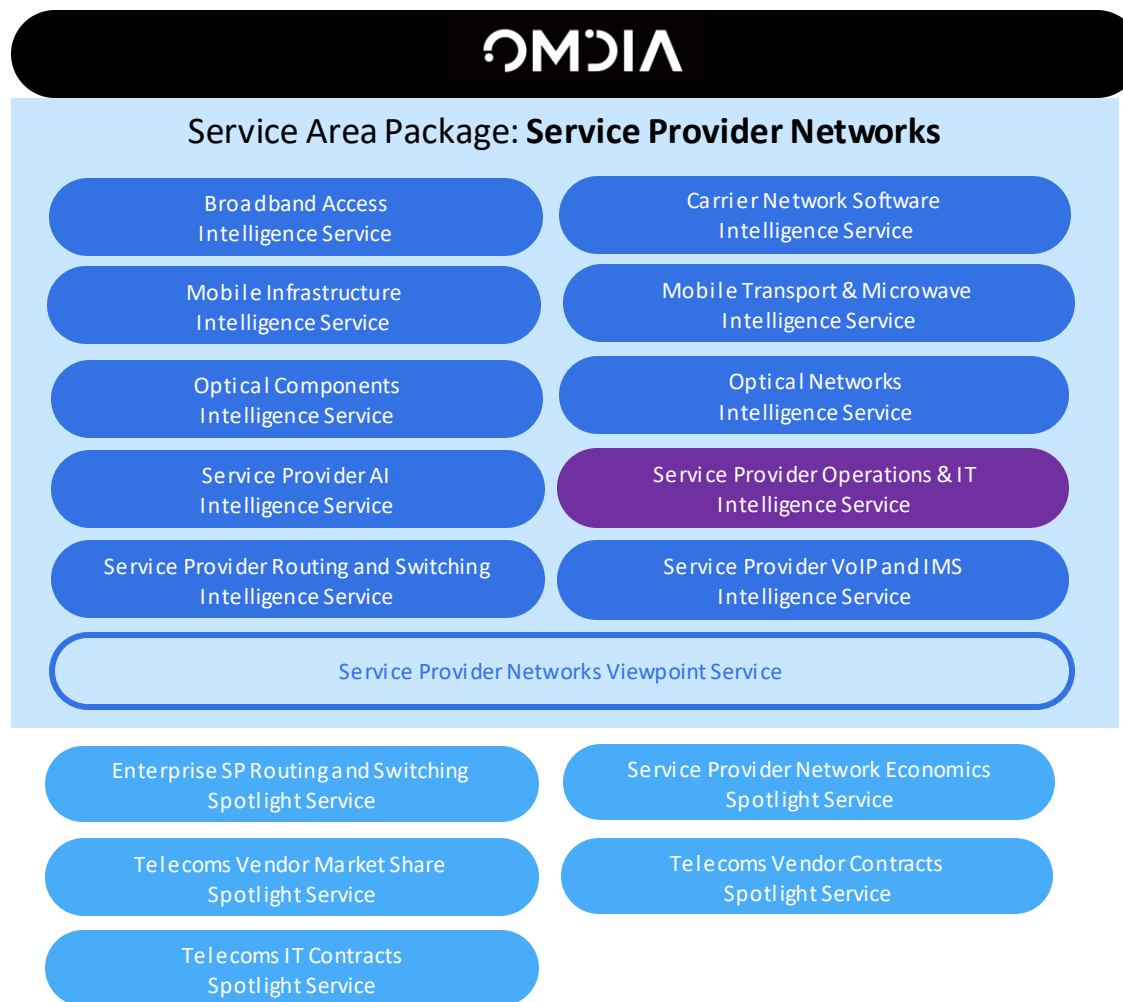
SON and Optimization Software Report

Best Practises for AI Operations in Telecoms

2022 Trends to Watch: Telecom Operations and IT

*Final report lineup is subject to change based market events

Related Content: Service Provider Networks Service Area Coverage



About Omdia’s Service Provider Networks Coverage

Omdia’s Service Provider Networks research services provide expert analysis and data across the complete landscape of telecoms networks, including infrastructure, software and operations. The Networks team supports the broadest coverage in the industry, from mobile access, fixed access and mobile core, to transport, microwave, routing/switching, optical networks and components. Offering specialist coverage on service providers’ own transformation, including telecoms operations and IT, carrier network software, and service provider AI, Omdia’s Networks research provides the unique ability to both deep dive into specific technologies as well as gain higher-level strategic analysis and insight.

Omdia’s Network research complements our Service Provider Consumer and Enterprise research services, enabling us to advise key vendors on their customers’ customers, and guide service providers themselves on the evolving technology supplier and partner landscape. Omdia helps both vendors and service providers assess which applications and products will drive future growth, forecast the adoption and impact of new technologies, benchmark key competitors, target customers, and select suppliers, providing a holistic view of service provider investments across the industry.

Through our coverage of mobile and broadband access and core networks, transport networks, optical networks and components, and service provider transformation, our global team of expert analysts offers unparalleled data and insight as the transformation of service provider networks gathers pace.

Service Provider Operations & IT: Migration to a Combined Product

Relevant to Subscribers of Legacy Products:

- ✓ **Telecoms Operations and IT (Ovum)**
- ✓ **Telco Digital Transformation Intelligence Service (IHS Markit Technology)**

BENEFITS AND FEATURES OF NEW SERVICE

- **Legacy Ovum Telecoms Operations & IT Subscribers:**
 - Access to more service provider survey deliverables
 - Additional coverage of revenue management
- **Legacy IHSM Telco Digital Transformation Intelligence Service Subscribers:**
 - Increased volume and frequency of thematic and strategic reports.
 - Increased coverage of telecoms IT segments including customer management, service and network management, data management and analytics
 - Telecoms contracts analytics insights, ICT spend coverage

OTHER CHANGES

- Consolidation of some forecast deliverables (but maintaining scope of coverage)

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.