

# Global telecommunications digital services provider expanded its image as an enabler of national digital economies

Leveraged the power of trusted research, instituted expert-led positioning and strengthened relationships with decision makers in a new region.

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**To expand presence in a new market, technology service providers must establish and foster strong local relationships—not only to demonstrate overall regional commitment but also to message consumer and economic intentions.**

A key international telecommunications firm selected Omdia to assist in developing its presence in the Middle East & Northern Africa region. Preliminary analysis identified the lack of regional broadband networking investment as a significant client challenge, making its digital services harder to access.

The client objective was to position itself as a facilitator of national digital economies at a major industry event in the United Arab Emirates. To initiate region-specific digital consumer experience dialogue and successfully encourage governments as well as existing providers to capitalize on the broadband investment opportunity—the firm needed a holistic partner.

**Only with Omdia**

With industry-defining coverage of the market from semiconductors to subscribers, and an unparalleled knowledge of global broadband market, Omdia helped the client exceed expectations. The outcome-based project drew from integrated data and regional networking infrastructure, innovation, services, and pricing insight.



### Value delivered

Four key project deliverables that empowered the client to overachieve included::

- 1 **Consumer Analysis Study.** Rigorous research isolated the critical dimensions that defined a good digital experience regionally and provided a data-rich, practitioner-led platform for improved broadband investment.
- 2 **Benchmark Research.** Comprehensive evaluations of national broadband roadmaps and investment plans for high-quality networks on a country-level contributed to the investment thesis.
- 3 **Qualitative Scorecard.** An unprecedented broadband expenditure ranking of 10 Middle Eastern & North African countries cemented the case for accelerated and increased investment.
- 4 **Amplification and Marketing Materials.** Omdia authored a commissioned white paper and accompanying presentation materials to support the positioning and messaging program.

### Overachieving with Omdia

In close and constant collaboration with the client partner, Omdia Consulting architected project deliverables that positioned the client as an enabler of localized broadband investment. The broadband environment articulated by Omdia led to extremely valuable and productive high-level interactions at the target event and continued post-conference with governmental bodies and national service providers.

### Connect now.



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Omdia is a purpose-driven, technology-centric consulting partner that help you drive top and bottom-line growth through improved market strategy, product investments, and go-to-market effectiveness—all while amplifying your positioning across the technology, media and telecommunications universe.

Omdia is connecting the dots, revealing risk, identifying business opportunities, rethinking business practices, and delivering the diligence that goes into tactical and strategic decisions of any scale.

Connect now for client-tested, industry-proven consulting methodologies that deliver the value to help you overachieve.