



# Analysys Mason's ICT Global Model and SMB ICT customised research



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ICT global model

Custom research

About AMI-Partners and Analysys Mason

# Analysys Mason's ICT Global Model provides detailed adoption scenarios for more than 130 ICT categories [1]

- 11 ICT lenses (Level 1)
- 37 sub-lenses (Level 2)
- 130+ categories (Level 3)
- 50 cloud categories

Level 1	Level 2	Level 3		
Devices and peripherals	Mobile hardware	Feature phones	Smartphones	
	PCs	Desktop	Tablet	
		Notebook	2-in-1	
	Printing and peripherals	Peripherals	Printers	
		Printing supplies	3D-printers	
	Business applications	On-premises/licensed software	Accounting/financial	Business Intelligence
CRM			Email	
Enterprise content management			ERP	
HR			Line of business software	
Payroll			Point of sales	
Productivity			Project management	
Quotes and invoicing			Travel and expenses	
Software as a service			Accounting/financial	Business intelligence
			CRM	Email
		ERP	HR	
		Line of business software	Marketing automation	
		Payroll	Point of sales	
		Productivity	Project management	
		Quotes and invoicing	Travel and expenses	
		Add-on module: PC/device as a service (PCDaaS)		

Level 1	Level 2	Level 3	
Infrastructure	Storage hardware	FC SAN	IP SAN
		NAS	PC attached storage
		SAN switches	Server attached storage
	Storage software	Tape backup	
		Backup and recovery (on-premises)	Other storage software
		Replication software	Storage resource management software
	IaaS	IaaS storage online backup	IaaS storage simple development
		Recovery as a service (RaaS)	IaaS server
		IaaS server colocation	
	Server	Server	
	Virtualisation	Desktop as a service (DaaS)	Desktop virtualisation
		Server virtualisation	Storage virtualisation
	Networking hardware	LAN switches	Routers (wired)
		Wireless LAN	
Networking services	Cloud VPN	IP VPN	
	WAN		
Networking software	Networking software	Point-to-point VPN	
	Database (on-premises)	Middleware	
On-premises/licensed software	Mobile application development	Operating system	
	Software as a service	Database (SaaS)	
Cyber security	Endpoint security	Encryption	Secure content management
		Web/messaging security (on-premises)	Web/messaging security (SaaS)
	Mobile security	Mobile application management (on-premises)	Mobile application management (SaaS)
		Mobile device management (MDM)	Mobile device management (SaaS)
		Identity and access management (on-premises)	Identity and access management (SaaS)
	Network security	Security information and event management (on-premises)	Security information and event management
		Intrusion detection and prevention	Point-to-point VPN/firewall
		Security policy, vulnerability and event management	
		Dedicated security appliance	Unified threat management appliance
	Security hardware		
Software as a service	IaaS security		

# Analysys Mason's ICT Global Model provides detailed adoption scenarios for more than 130 ICT categories [2]

Level 1	Level 2	Level 3		
IT and managed services	Product support services	Computing support	Networking support	
		Security support	Software support	
		Storage support		
	Professional services	Development and integration	IT consulting	
		Process management		
	Remote managed IT services market (RMITS)	Other IT services	Mobile device (MMS)	
		Networking (wired)	Networking (wireless)	
		PBX (TDM and/or IP-PBX)	PC	
		Security	Server	
		Storage		
Collaboration (on-premises)				
Collaboration - business workflow				
Collaboration	On-premises/licensed software	Collaboration - fileshare		
	Software as a service	Audio conferencing	Hosted VoIP	
	UC services	Video conferencing	Web conferencing	
	UC software	Communications/unified messaging software		
Communications	Fixed hardware	Presence/enterprise instant messaging (EIM)		
	Fixed services	Pure TDM-PBX/key systems		
	Internet access	IP trunking		
	Mobile service plans	Local/long-distance telephony		
		Wired broadband		
		Wireless broadband		
	UC hardware	Feature phone plan (voice, text)		
		Smartphone plan (data, voice, text)		
	Platforms	Platform as a service	Tablet plan (data)	
		Platform as a service	IP PBX/hybrid	
Digital marketing and advertising	Digital marketing and advertising	IP phones/adaptors		
	Social	Platform as a service (PaaS)		
	Social	Display advertising		
IoT	IoT	Search engine marketing		
		Social media marketing		
Web services	Web hosting and development	Hardware	Services	
		Software		
		Website development		
		Website hosting/maintenance		

# The ICT Global Model contains granular data split by enterprise size, industry vertical and route to market

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## Enterprise size segments (number of employees)

- Home-based
- Small**
  - <5
  - 5-9
  - 10-19
  - 20-49
  - 50-99
- Medium**
  - 100-249
  - 250-499
  - 500-999
- Large**
  - 1000-2499
  - 2550-4999
  - 5000-9999
  - 10 000+



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## Industry verticals

Agriculture/mining  
 Banking/financial  
 Construction  
 Discrete manufacturing  
 Healthcare  
 Hospitality  
 Information and media  
 Insurance  
 Life sciences  
 Other services  
 Pharmaceuticals  
 Process manufacturing  
 Professional services  
 Real estate  
 Retail  
 Telecoms  
 Transportation  
 Utilities  
 Wholesale



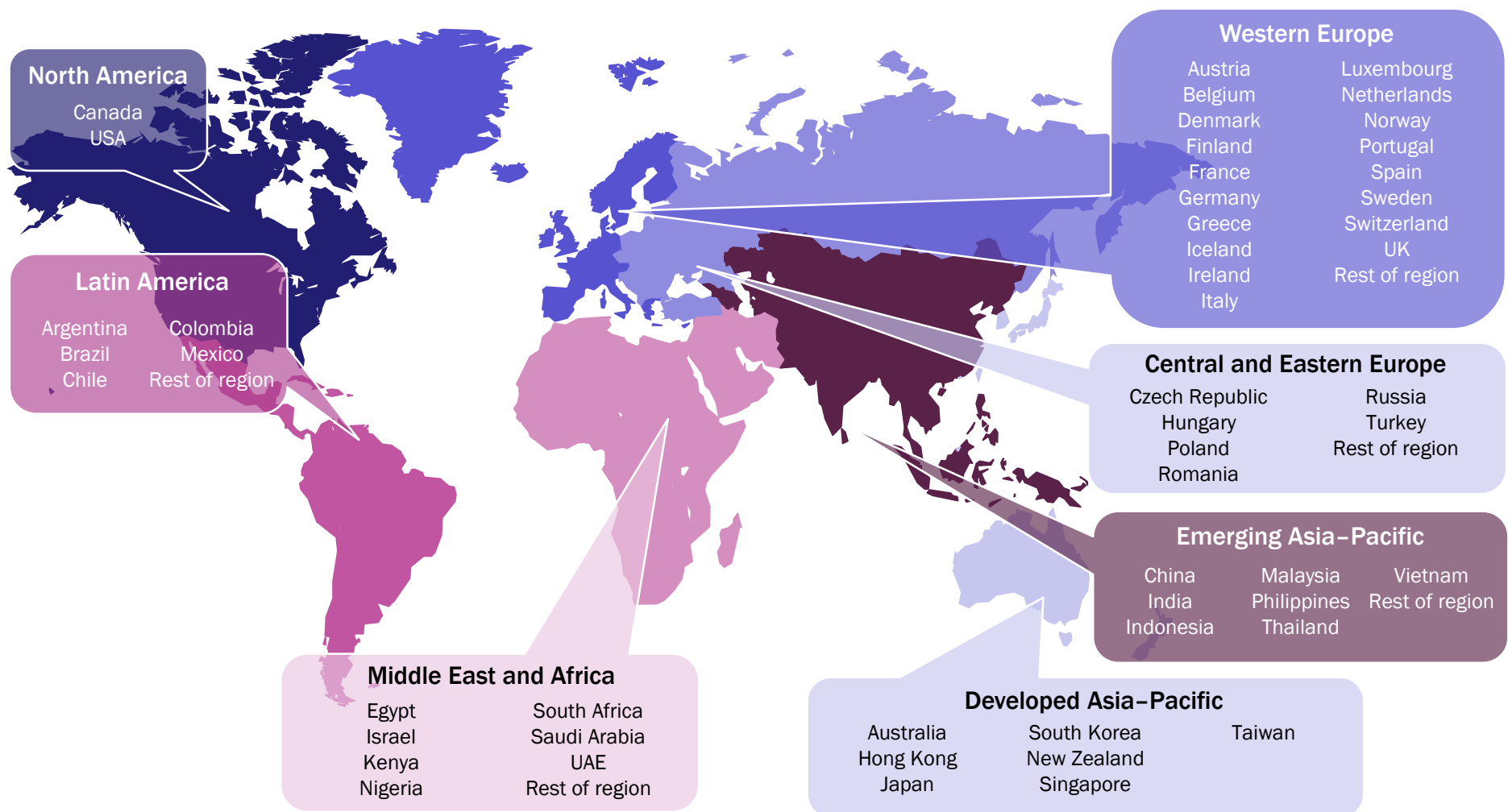
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## Channels or routes to market

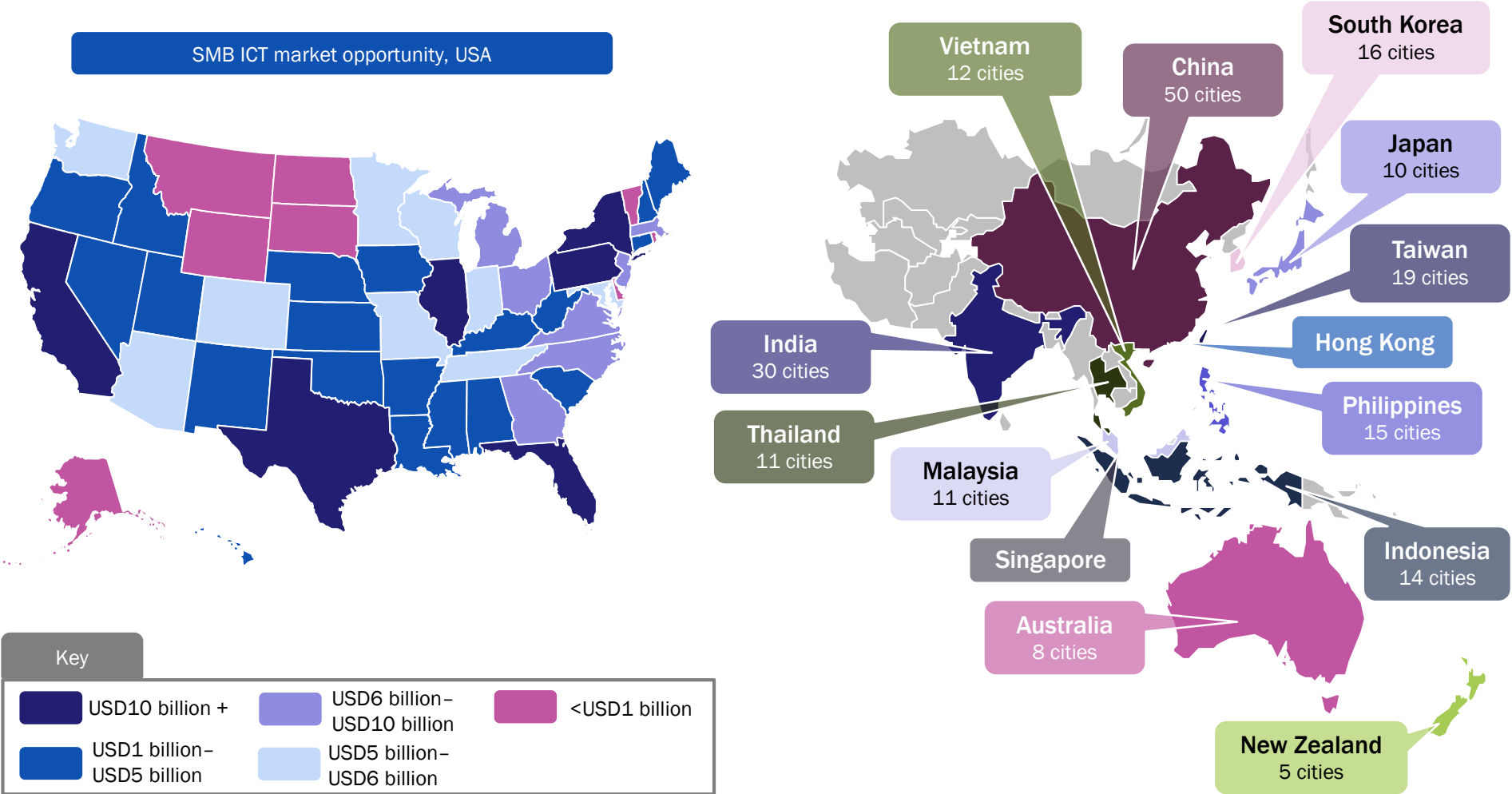
Channel partners (VARs, ISVs, etc)  
 Managed service providers (MSPs)  
 Systems integrators  
 Service providers (SPs)  
 Hosters  
 Vendors (direct)  
 Direct market resellers (DMR)  
 Retail



## The ICT Global Model contains data for 52 countries and 5 'rest of region' areas



# The ICT Global Model contains data for cities and states in the USA and can be customised for more than 200 cities in Asia-Pacific



**Our methodology: we use extensive primary research, along with vendor and macro insights to size and segment the market opportunity and outlook**



### Comprehensive studies

- Thousands of mature and emerging country SMBs and partners surveyed – tracking IT adoption and consumption, brand preferences, pain points, etc.
- All areas of ICT examined: PC and tablet trends, mobility, cloud solutions, networking, software, IT services, telecoms, security, storage, etc



### Industrial and geographical economic indicators

- Country departments of commerce and labour, country census, IMF, CIA Factbook, etc
- GDP per capita, GDP growth, population, labour force, unemployment and other related economic indicators



### Supply-side and vendor data

- Vendor revenue and market pricing
- Financial reports (10K, 10Q)
- Industry insights from analyst/vendor briefings

ICT GLOBAL MODEL

Comprehensive market opportunity sizing and segmentation forecast for information communications technology (ICT) solutions

Excel pivot table format



# Contents

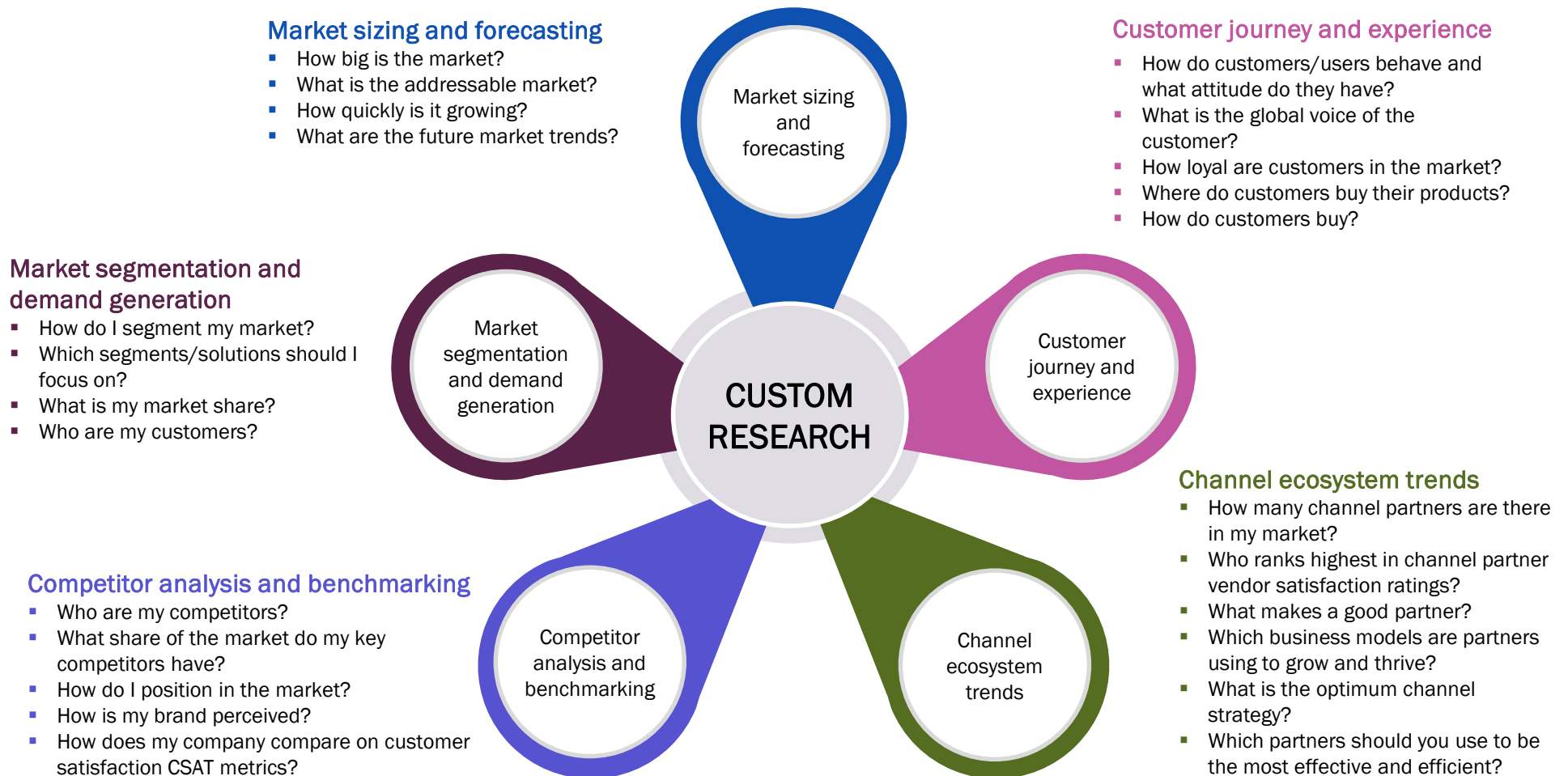


ICT global model

**Custom research**

About AMI-Partners and Analysys Mason

# We offer customised projects for small and medium-sized businesses (SMBs)





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Global market sizing and forecast model

Custom research

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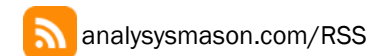
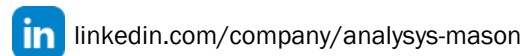
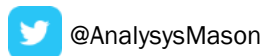
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## About AMI-Partners



An Analysys Mason company

AMI-Partners is a global ICT research and consulting firm that focuses on the small and medium business (SMB) market.

- AMI-Partners was founded in 1996 and has over 20 years of expertise in the SMB ICT market. It was acquired by Analysys Mason in July 2018.
- Specialisms include:
  - go-to-market opportunity assessment
  - tracking buying behaviour
  - customer segmentation
  - channel partner ecosystem dynamics
  - sales enablement.
- AMI-Partners has invested over USD50million in primary SMB research to date, thereby setting a global benchmark.

### The Analysys Mason ICT Global Model



75 million+ data points



**130+** ICT business categories



**52** Countries and  
**5** 'rest-of-region' areas



**19** Industry verticals



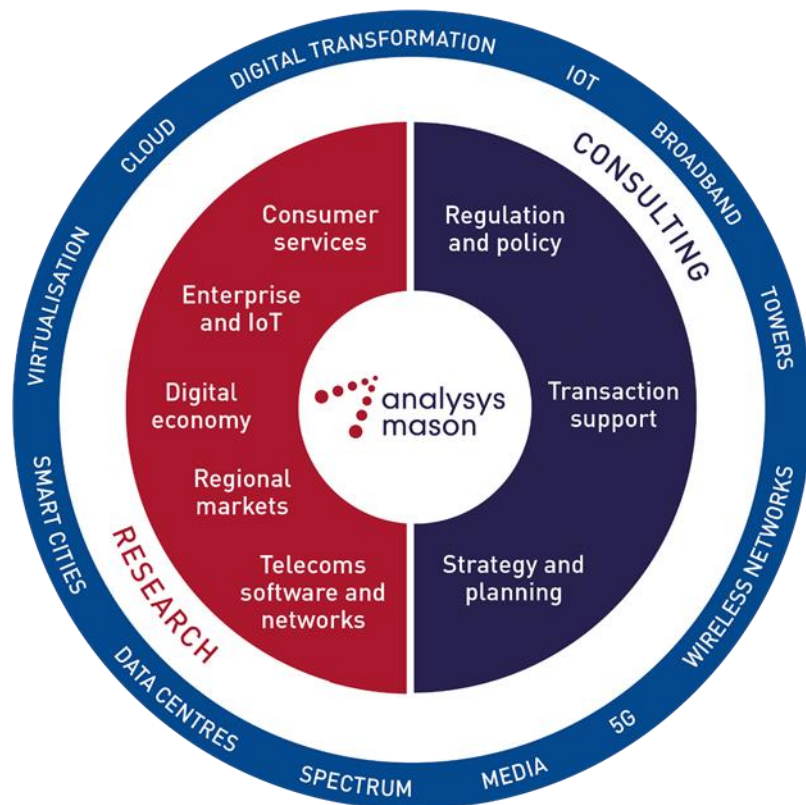
**13** Business sizes



**8** Routes to market

# Analysys Mason's consulting and research are uniquely positioned

## Analysys Mason's consulting services and research portfolio



## CONSULTING

We deliver tangible benefits to clients across the telecoms industry:

- communications and digital service providers, vendors, financial and strategic investors, private equity and infrastructure funds, governments, regulators, broadcasters, and service and content providers.

Our sector specialists understand the distinct local challenges facing clients, in addition to the wider effects of global forces.

We are future-focused and help clients understand the challenges and opportunities that new technology brings.

## RESEARCH

Our dedicated team of analysts track and forecast the different services accessed by consumers and enterprises.

We offer detailed insight into the software, infrastructure and technology delivering those services.

Clients benefit from regular and timely intelligence, and direct access to analysts.

**PUBLISHED BY ANALYSYS MASON LIMITED**

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