

Introduction to Analysys Mason

AWARENESS PROGRAMMES AND SALES ENABLEMENT PROJECTS FOR VENDORS: **ANALYSYS MASON EXPERTISE**

STELA BOKUN, MANAGER AND HEAD OF CUSTOM RESEARCH

analysismason.com



Analysys Mason has been advising TMT clients for more than 30 years

Our advice on mergers and acquisitions has helped shape the industry



Our exclusive focus on telecoms sets our company apart

We help clients improve performance and maximise profit, even in difficult market conditions



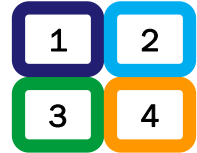
Clients see us as trusted advisers and partners who deliver honest, independent advice

Our consultancy has been shaping telecoms regulation since 1985



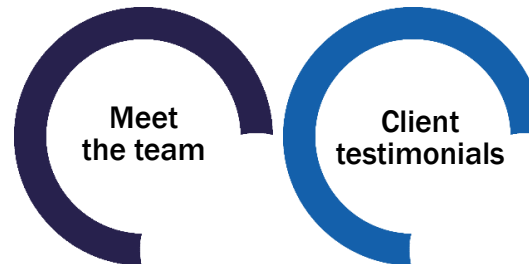
Our approach to every project is customised to the client's requirement

In this presentation we discuss our capabilities and experience in conducting awareness and sales enablement projects

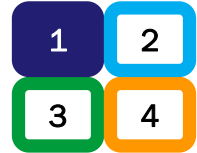


- 1 SHORT-TERM SALES ENABLEMENT PROJECTS: IDENTIFYING 'LOW-HANGING FRUIT' CUSTOMERS
- 2 LONG-TERM SALES ENABLEMENT PROJECTS: HELPING VENDORS ESTABLISH RELEVANT LONG-TERM PARTNERSHIPS WITH VERY IMPORTANT TARGET CUSTOMERS
- 3 AWARENESS PROGRAMMES: HELPING VENDORS ESTABLISH THEIR THOUGHT LEADERSHIP IN NEW AREAS
- 4 TRAINING PROGRAMMES: WORKSHOP AND STRATEGY SESSIONS TO TRAIN SALES AND MARKETING TEAMS

MEET THE ANALYSYS MASON TELECOMS SOFTWARE AND NETWORKS TEAM AND READ SOME CLIENT TESTIMONIALS AT THE END OF THIS PRESENTATION



Project type 'A': We helped an IT vendor prioritise telco prospects and adjust its pitch to achieve short-term revenue from NFV



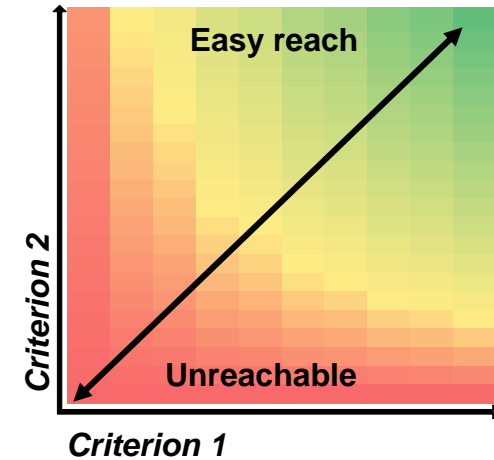
PROBLEM

- An established IT vendor needed help to expand its business with telecoms operators as they embarked on virtual transformation journeys. Prior to working with Analysys Mason, the IT vendor struggled to identify the most suitable target customers, had a limited track record in NFV/SDN, was uncertain about its key differentiators and lacked appropriate contacts within the telco community.

SOLUTION

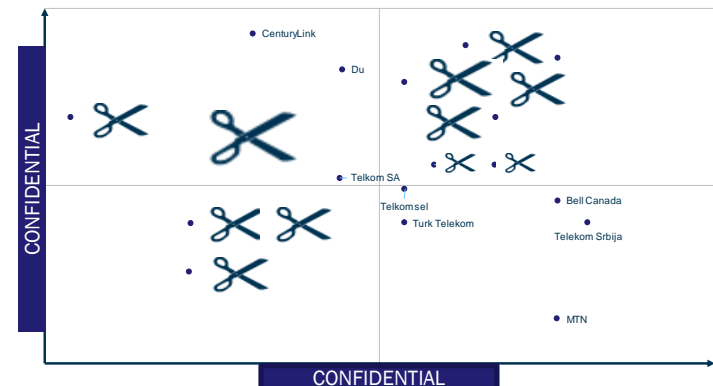
- Firstly, our team designed a screening model that narrowed down the list of operators to study in detail from over 400 to 24.
- We then developed an evaluation model (based on 14 criteria across 4 categories) to identify 5 'low-hanging fruit' operators and then carried out extensive desk research on the 24 operators while leveraging extensive in-house knowledge on NFV/SDN from published research and non-confidential projects.
- Finally, we identified five most promising short-term targets and developed detailed profiles for each to assist the vendor's pitch to them.

Hypothetical and delivered heatmap



Activities involved in desk research and screenshot of evaluation model

240	PRESS RELEASES AND REPORTS
10	METRICS FOR THE 24 OPERATORS OVER 4 YEARS
24	OPERATORS' LATEST PUBLISHED FINANCIALS



Project type 'B': We helped Nokia position itself as a thought leader in the telco cloud space and deepen engagements with customers



NOKIA AND ANALYSYS MASON COLLABORATED ON THE TELCO CLOUD INDEX PROJECT (TCI)*



Nokia Telco cloud index
another industry first from Nokia

*: See a brief presentation on Telco Cloud index on YouTube here:

<https://www.youtube.com/watch?v=9iU3gY843MU>

POSITIVE FEEDBACK FROM CSPS THAT PARTICIPATED IN TCI

“ This [TCi] is very good and we'd like to do it again in 6 months. ... Can Nokia help us with TC transformation? ”

Western Europe CSP

“ Our senior management found it [TCi] interesting, and would like more persons interviewed. ”

Western Europe CSP

“ This [TCi] helps us understand what we have not thought of yet. ”

Middle Eastern CSP

“ We eagerly have been awaiting this [TCi] report and feedback ... we agree with your analysis. ”

Western Europe CSP

“ The report was extremely valuable and good. We will continue to participate [in TCi]. ”

Western Europe CSP

“ We believe TC is vital to our network and IT evolution, but hopefully this report can help us secure budget for it [TC]. ”

Latin America CSP

“ We are a 'fast follower' and would like to participate in TCi again to better understand sourcing strategies for CSPs' like us. ”

Western Europe CSP

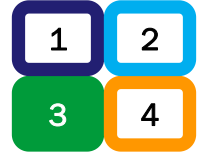
“ TC is a matter of 'when' rather than 'if'. TCi would let us know if our slow/gradual approach makes sense by comparing with others. ”

North American CSP

“ We believe TC is vital to our network and IT evolution, but hopefully this report can help us secure budget for it [TC]. ”

Latin America CSP

Project type 'C': We helped many clients raise awareness of their solutions through whitepapers, webinars and case studies



WHITEPAPERS HELP RAISE AWARENESS OF SOLUTIONS



Analysys Mason can help the client demonstrate thought leadership and capability in relevant areas through:

- Whitepapers
- Webinars
- Case studies/company profiles
- Video interviews on social media

These activities can be promoted on Analysys Mason's website, newsletters and social media channels, reaching thousands of TMT executives on a regular basis*

EXAMPLES OF WEBINARS



WEBINAR
SHARPEN YOUR MARKETING AND OPERATIONS WITH CUSTOMER AND NETWORK ANALYTICS



WEBINAR
USING BIG DATA TO CHANGE THE CUSTOMER CARE MODEL



WEBINAR
BECOME AN AGILE CSP WITH OMNI-CHANNEL CLOUD CRM

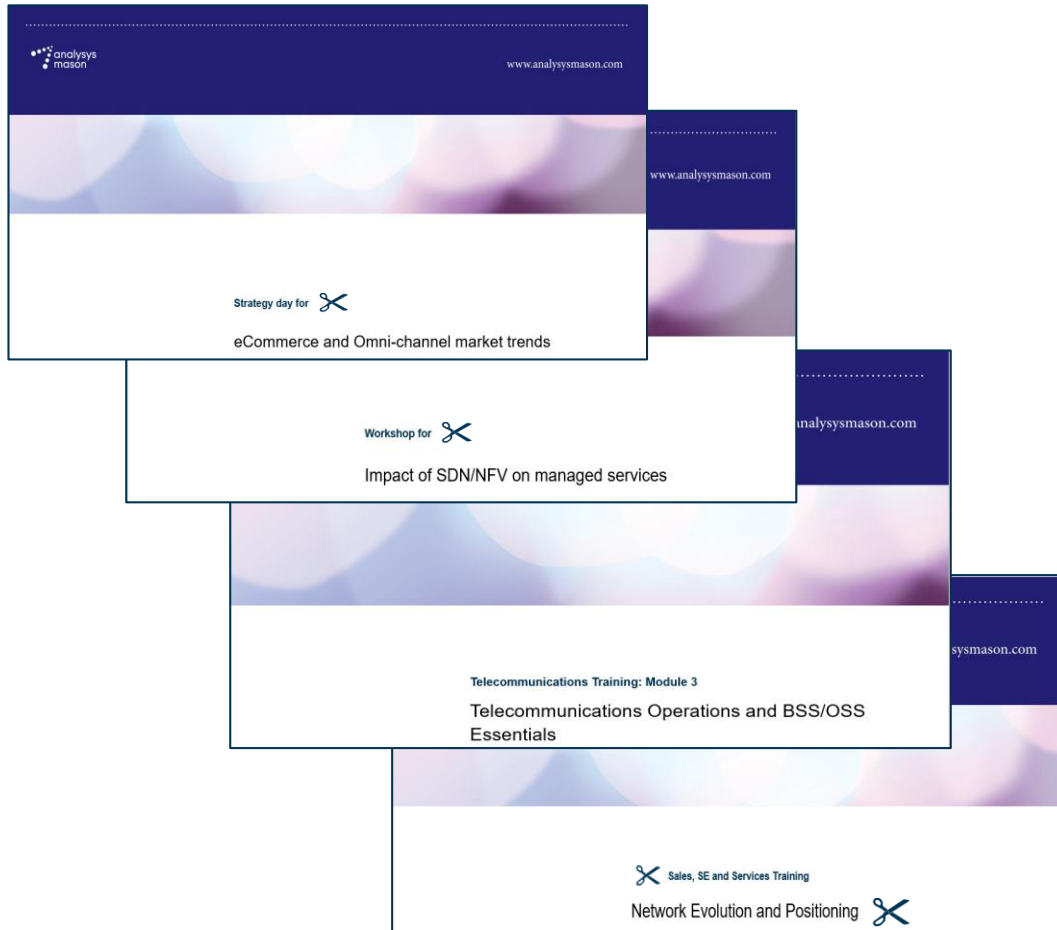
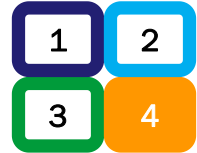
VIDEO INTERVIEWS ON SOCIAL MEDIA



John Abraham @AnalysysMason Transform to increase revenue and growth in the digital landscape #CSP #DSP Watch now! bit.ly/hmpginf



Project type 'D': Vendors' sales and marketing teams benefit from our in-depth understanding of telcos' needs and industry trends



TRAINING AND STRATEGY SESSIONS

Analysys Mason's subject-matter experts, through training and strategy sessions, can help vendors' sales and marketing teams to get up to speed with:

- the fundamentals of the telecoms industry
- telecoms market trends
- The impact of nascent technologies on specific services such as NFV/SDN, big data analytics and omni-channel
- telcos' evolving needs and expectations of vendors
- particular telcos' procurement strategies etc.

Meet our telecoms software and networks team



- 18 team members including 13 expert analysts and 5 dedicated consultants



Larry Goldman
Partner
Head of Software and Networks Research
+ 30 years of experience



Anil Rao
Senior Analyst
Service Assurance
+ 15 years of experience



Don Alusha
Research Analyst
Contributor to Business Support Systems
+ 3 years of experience



Mark H. Mortensen
Research Director
Head of Customer-Focused Software Research
+ 30 years of experience



Dean Ramsay
Senior Analyst
Service Fulfilment
+ 15 years of experience



Dana Cooperson
Research Director
Head of Network-Focused Software Research
+ 30 years of experience



John Abraham
Senior Analyst
Revenue Management, Digital Experience
+ 10 years of experience



Caroline Chappell
Principal Analyst
Software-Controlled Networking (Cloud/NFV/SDN)
+ 25 years of experience



Roberto Kompany
Senior Analyst
Next-Generation Wireless Networks
+ 15 years of experience



Justin van der Lande
Principal Analyst
Analytics and Digital Experience
+ 20 years of experience



Atul Arora
Analyst
Customer Care, Telecoms Software Forecasts and Market Shares
+ 15 years of experience



Caroline Gabriel
Senior Contributor
Next-Generation Wireless Networks
+ 15 years of experience



Gorkem Yigit
Analyst
Service Delivery Platforms, Software-Controlled Networking and Network Orchestration
+ 15 years of experience

MEET THE PROJECT TEAM



Stela Bokun
Team leader
Project management, primary research, business development
+ 16 years of experience



Les Brand
Manager
Project management, business planning, product strategy
+ 20 years of experience



Hansang He
Consultant
Business case and investment modelling, desk research
+ 3 years of experience



Hugues-Antoine Lacour
Consultant
Business case and investment modelling, desk research
+ 3 years of experience



Andrew Killeen
Associate Consultant
Software team support
+1 year experience

Some client testimonials: Our clients value our dedication, flexibility, expertise and strategic insight



“ Based on our requirements and taking into consideration our strategy, Analysys Mason developed a framework and in-depth research based on industry insights and actual case studies in order to deliver a report well justified. Working with Analysys Mason was a real pleasure.

Head of service delivery platforms at an incumbent operator in Europe ”

“ We've had previous engagements with Analysys Mason and the quick turn around time coupled with a thorough approach gave the confidence that the report would turn out well. The Analysys Mason team is very professional, possesses strong analytical skills and produces work promptly according to timelines.

Head of radio planning at a large traditional telecoms network vendor ”

“ It was a great pleasure working with Analysys Mason. During the process, our team not only benefited from the services provided but also learnt a lot from this company.

Project manager at a large African operator ”

“ Analysys Mason team members have a deep understanding of the telecoms sector internationally and strategic insight into what is uniquely important to our business needs. They have shown on multiple projects that they have an excellent blend of technical and commercial expertise which I would definitely consider using again in the future.

International director of a European MVNO ”

Contact details



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