

RESEARCH FORECAST REPORT

TELECOMS SERVICES FOR ENTERPRISES: OMAN FORECAST 2018-2023

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Contents

5. Executive summary

6. Executive summary: increases in dedicated connections, IoT and other business services revenue will drive operator enterprise revenue growth

7. Forecast results

8. Operator enterprise revenue will rise as mobile data, other business services and IoT connectivity continue to grow in importance

9. Enterprises of all sizes will deliver revenue growth, and large enterprises will remain the largest source of operators' enterprise revenue

10. Growth in IoT connectivity and handset data revenue will drive an increase in mobile services revenue in Oman during the forecast period

11. The increasing demand for dedicated connections will drive growth in operator revenue from fixed services in Oman

12. The number of fixed data connections in Oman will increase, and a significant portion of these will be fibre by 2023

13. The market for other business services will continue to grow as public clouds become more widely adopted

14. Key other business services for operators in Oman are co-location and hosting, private cloud and security

15. Operator product offerings

16. Forecast methodology and assumptions

17. Forecast methodology and assumptions: presentation of results

18. Forecast methodology and assumptions: market definition

19. Forecast methodology and assumptions: modelling approach

20. Forecast methodology and assumptions: mobile services

21. Forecast methodology and assumptions: fixed services [1]

22. Forecast methodology and assumptions: fixed services [2]

23. Forecast methodology and assumptions: other business services [1]

24. Forecast methodology and assumptions: other business services [2]

25. About the authors and Analysys Mason

26. About the authors

27. Analysys Mason's consulting and research are uniquely positioned

28. Research from Analysys Mason

29. Consulting from Analysys Mason

List of figures

Figure 1: Change in telecoms operator retail revenue from enterprises by service type (where red denotes a decrease, and green an increase), Oman, 2018–2023

Figure 2: Connections for enterprises and CAGRs by type of connection, Oman, 2018–2023

Figure 3: Telecoms operator retail revenue from enterprises in 2018 and CAGR for 2018–2023 by enterprise size, Oman, 2018

Figure 4: Telecoms operator retail revenue from enterprises by service type, Oman, 2014–2023

Figure 5: Percentage of telecoms operator retail revenue from enterprises in 2018 and CAGR for 2018–2023 by service type, Oman

Figure 6: Percentages of total employees, business sites and enterprises by enterprise size, Oman, 2018

Figure 7: Telecoms operator retail revenue from enterprises by service type and enterprise size, Oman, 2018 and 2023

Figure 8: Average monthly spend per employee on mobile services (excluding IoT) by enterprise size, Oman, 2018

Figure 9: Telecoms operator mobile service retail revenue and connections for enterprises, Oman, 2014–2023

Figure 10: Average monthly spend per site on fixed services (excluding IoT) by enterprise size, Oman, 2018

Figure 11: Telecoms operator fixed service retail revenue and connections for enterprises, Oman, 2014–2023

Figure 12: Number of enterprise fixed broadband and dedicated connections by type of connection, Oman, 2014–2023

Figure 13: Average monthly spend per employee on other business services by enterprise size, Oman, 2018 and 2023

Figure 14: Whole market other business services retail revenue from enterprises by service type, Oman, 2014–2023

Figure 15: Other business services retail revenue from enterprises by service type and provider and operators' share of this revenue by service type, Oman, 2023

Figure 16: Major operators and service providers serving the enterprise market in Oman

Figure 17: Percentage of enterprises, employees and business sites by enterprise size, Oman, 2018

Figure 18: Diagram of the forecast modelling approach

Figure 19: Definitions and key drivers for mobile services

Figure 20a: Definitions and key drivers for fixed services

Figure 20b: Definitions and key drivers for fixed services

Figure 21a: Definitions and key drivers for other business services

Figure 21b: Definitions and key drivers for other business services

About this report

This report analyses the demand for telecoms services in Oman by micro, small and medium-sized enterprises (SMEs) and large enterprises, expressed in terms of revenue, the number of connections or users and average revenue per user (ARPU).¹ It highlights that operator enterprise revenue in Oman will grow between 2018 and 2023, supported by a forecast increase in the number of employees and businesses in the country.

It quantifies the market for fixed and mobile voice and data services, IoT connectivity services and other business services such as security, co-location and hosting, enterprise mobility and software-as-a-service (SaaS).

The report is based on several sources, including data from operators, Oman’s National Centre for Statistics and Information, its Information Technology Authority, Telecommunications Regulatory Authority and from Analysys Mason’s 2017 survey on enterprises’ telecoms and ICT usage.

WHO SHOULD READ THIS REPORT

- Operators that want to identify key areas for revenue growth, both in terms of enterprise segments and individual services.
- Vendors that are considering targeting the enterprise market.
- Third-party service providers seeking collaborative relations with operators.

¹ For the complete data set, see Analysys Mason’s [DataHub](#).

REPORT COVERAGE

Geographical	Services ²	
Countries modelled individually: <ul style="list-style-type: none"> ▪ Oman 	Mobile: <ul style="list-style-type: none"> ▪ Voice, messaging and handset data ▪ Mobile broadband ▪ IoT connectivity (mobile and LPWA) Fixed: <ul style="list-style-type: none"> ▪ Narrowband and VoBB ▪ ADSL/SDSL, vDSL, FTTP/B, cable, BFWA, other fixed broadband ▪ Dedicated connections up to 100Mbps, >100Mbps and up to 1Gbps, and >1Gbps ▪ Traditional managed services ▪ IoT connectivity (non-wireless) 	Other business services: <ul style="list-style-type: none"> ▪ Unified communications ▪ Security ▪ Co-location and hosting ▪ Private cloud ▪ Software-as-a-service (SaaS, public cloud) ▪ Platform-as-a-service (PaaS, public cloud) ▪ Infrastructure-as-a-service (IaaS, public cloud) ▪ Enterprise mobility ▪ Desktop management
Enterprise size		
Segments: <ul style="list-style-type: none"> ▪ Micro (0–9 employees) ▪ Small (10–49 employees) ▪ Medium (50–249 employees) ▪ Large (250+ employees) 		

² See service taxonomy in the ‘Forecast methodology and assumptions’ section of this report.

CONTENTS

EXECUTIVE SUMMARY

FORECAST RESULTS

FORECAST METHODOLOGY AND ASSUMPTIONS

ABOUT THE AUTHORS AND ANALYSYS MASON

Executive summary: increases in dedicated connections, IoT and other business services revenue will drive operator enterprise revenue growth

Figure 1: Change in telecoms operator retail revenue from enterprises by service type (where red denotes a decrease, and green an increase), Oman, 2018–2023¹

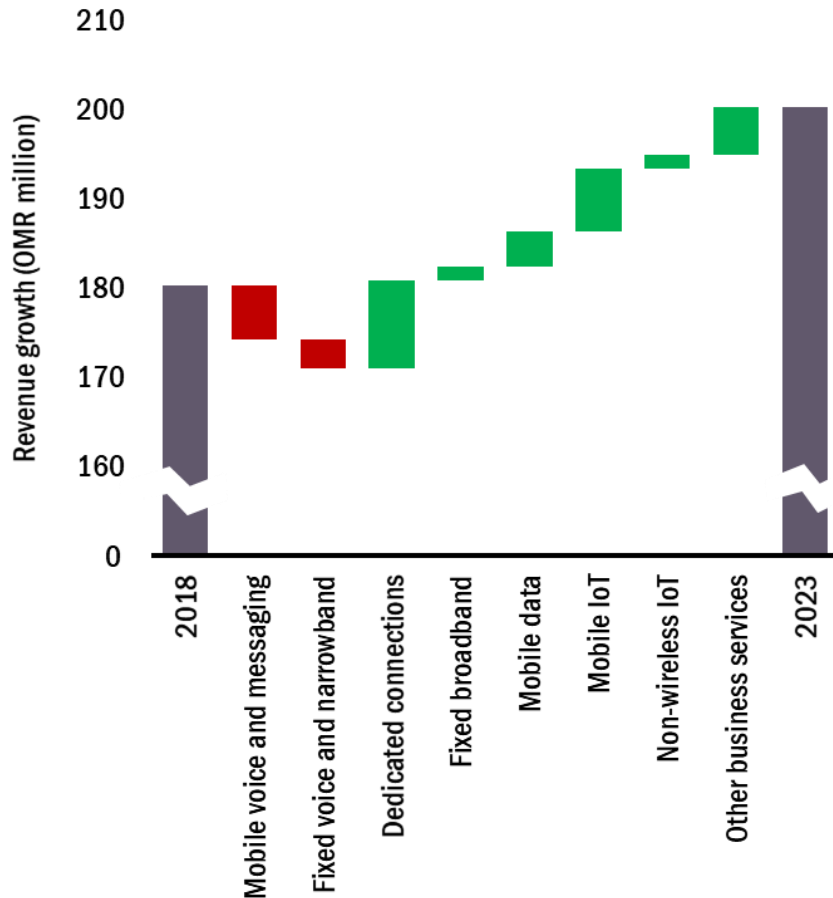
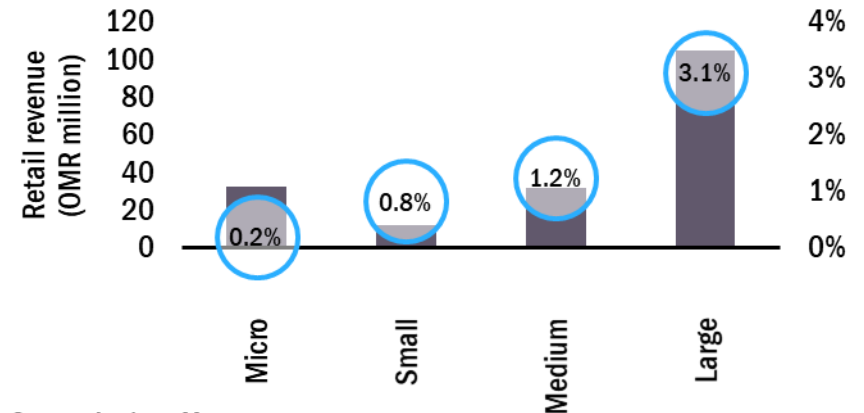


Figure 2: Connections for enterprises and CAGRs by type of connection, Oman, 2018–2023¹

Connection type	Connections (thousand)		CAGR	
	2018	2023	2013–2018	2018–2023
Mobile handsets	290	370	6.4%	5.0%
Mobile broadband	26	29	16.5%	2.2%
Mobile IoT	220	1450	40.9%	45.8%
Fixed voice	170	200	8.2%	3.3%
Fixed broadband	29	37	12.4%	5.0%
Fixed dedicated lines	3.7	4.0	4.3%	1.6%
Non-wireless IoT	220	410	27.5%	13.3%

Figure 3: Telecoms operator retail revenue from enterprises in 2018 and CAGR for 2018–2023 by enterprise size, Oman, 2018¹



Source: Analysys Mason

¹ See *Presentation of results* in the Methodology section of this report for full definitions of the aggregate categories presented in figures.

CONTENTS

EXECUTIVE SUMMARY

FORECAST RESULTS

FORECAST METHODOLOGY AND ASSUMPTIONS

ABOUT THE AUTHORS AND ANALYSYS MASON

About the authors



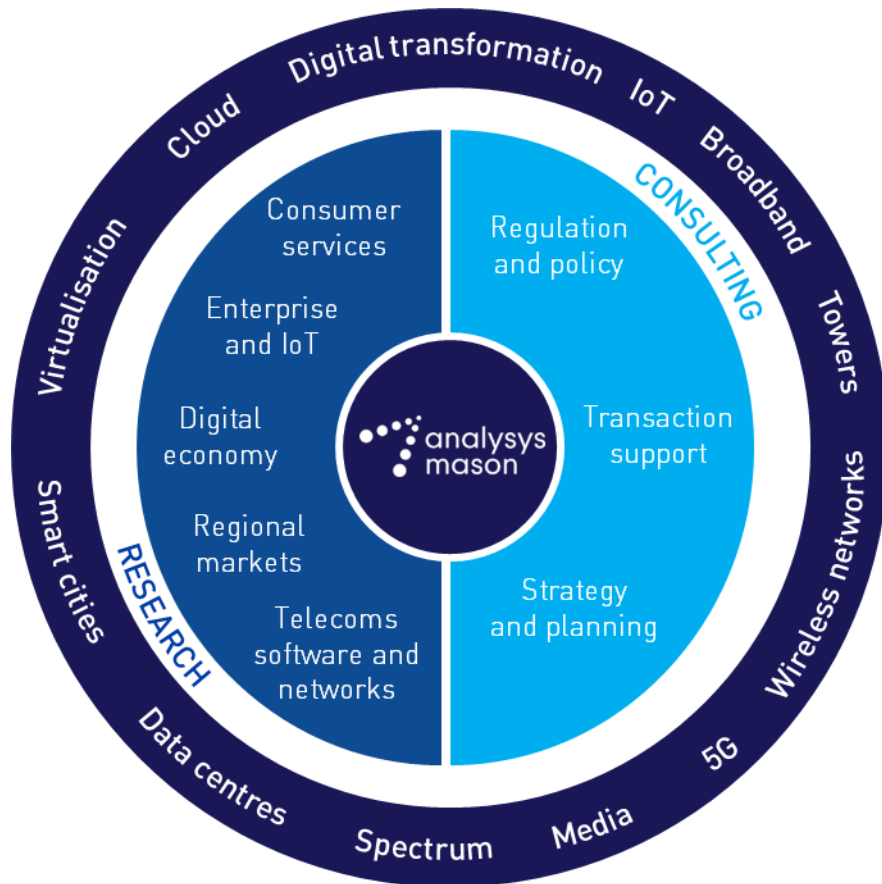
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