

RESEARCH FORECAST REPORT

TELECOMS SERVICES FOR ENTERPRISES: ROMANIA FORECAST 2017-2022

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About this report

This report analyses the demand for telecoms services in Romania by micro, small and medium-sized enterprises (SMEs) and large enterprises, expressed in terms of revenue, connections or users, and average revenue per user (ARPU).¹

It highlights overall enterprise revenue growth for operators in Romania and identifies the key drivers behind this trend.

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, the Romanian National Institute of Statistics, the National Authority for Management and Regulation in Communications, the European Commission, 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"> ▪ Romania 	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) ▪ Pay TV 	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.

Executive summary: operator enterprise revenue in Romania will increase; mobile data will the most-significant contributor to this growth

Figure 1: Change in telecoms operator retail revenue from enterprises by service type (where red denotes a decrease, and green an increase), Romania, 2017–2022¹

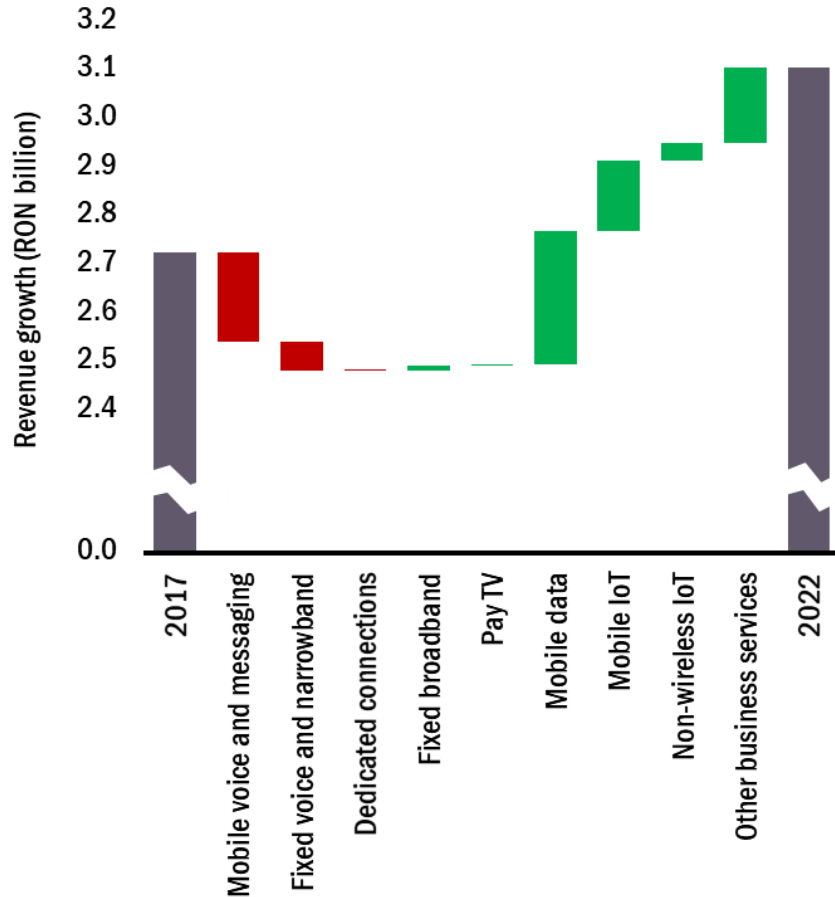
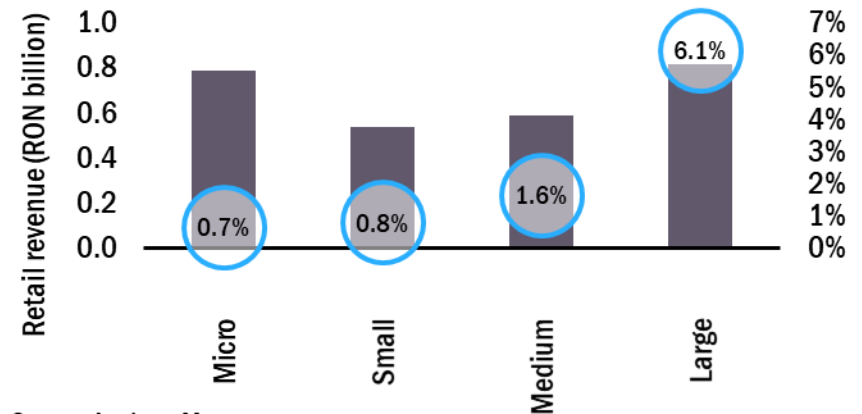


Figure 2: Connections for enterprises and CAGRs by type of connection, Romania, 2017–2022¹

Connection type	Connections (thousand)		CAGR	
	2017	2022	2013–2017	2017–2022
Mobile handsets	2600	2700	-0.1%	0.8%
Mobile broadband	300	400	-6.1%	5.9%
Mobile IoT	900	5200	27.0%	42.0%
Fixed voice	800	700	-2.9%	-2.6%
Fixed broadband	470	500	8.5%	1.2%
Fixed dedicated lines	30	33	2.1%	1.9%
Non-wireless IoT	3900	6900	51.6%	12.1%

Figure 3: Telecoms operator retail revenue from enterprises in 2017 and CAGR for 2017–2022 by enterprise size, Romania, 2017¹



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.

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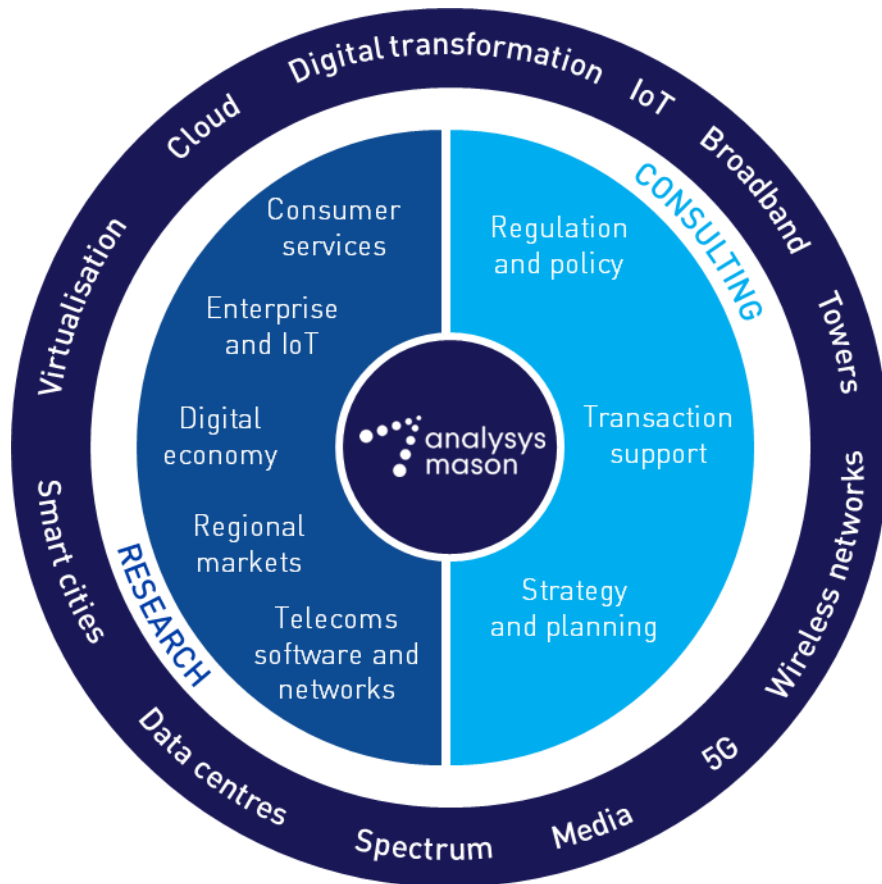
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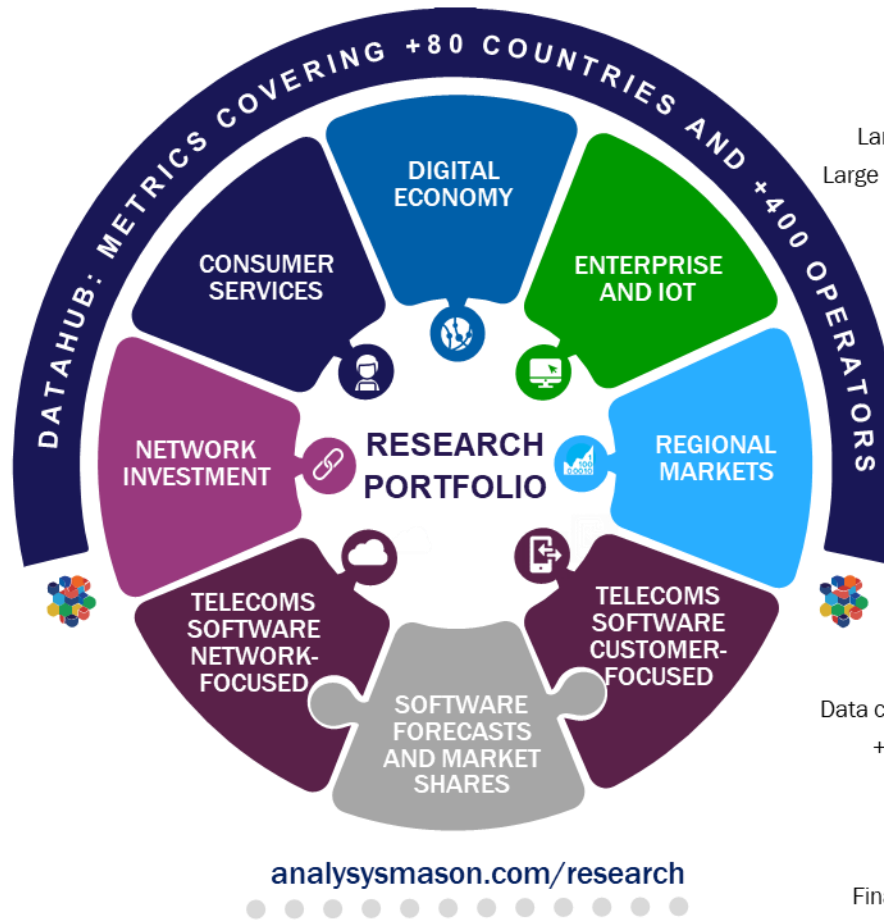
- We deliver tangible benefits to clients across the telecoms industry:
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