RESEARCH FORECAST REPORT

TELECOMS SERVICES FOR ENTERPRISES: HONG KONG FORECAST 2017–2022

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About this report

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

It highlights that overall enterprise revenue for operators in Hong Kong will fall between 2017 and 2022 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, Statistics Korea, 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.

REPORT COVERAGE

Geographical

Countries modelled individually:

- Hong Kong

Enterprise size

Segments:

- Micro (0–9 employees)
- Small (10–49 employees)
- Medium (50–249 employees)
- Large (250+ employees)

Services[2]

Mobile:

- Voice, messaging and handset data
- Mobile broadband
- IoT connectivity (mobile and LPWA)

Fixed:

- 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:

- 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

[1] For the complete data set, see Analysys Mason's DataHub.

[2] See service taxonomy in the 'Forecast methodology and assumptions' section of this report.

Executive summary: operator enterprise revenue will fall, driven by declines in voice services

Figure 1: Change in telecoms operator retail revenue from enterprises by service type (where red denotes a decrease, and green an increase), Hong Kong, 2017–2022[1]

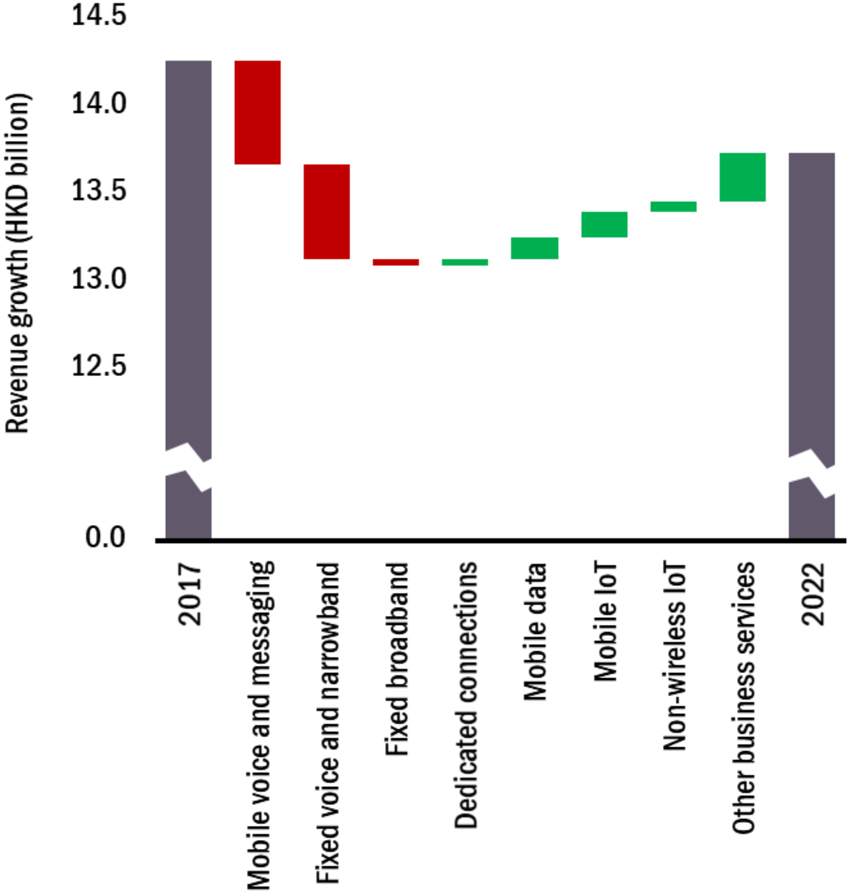
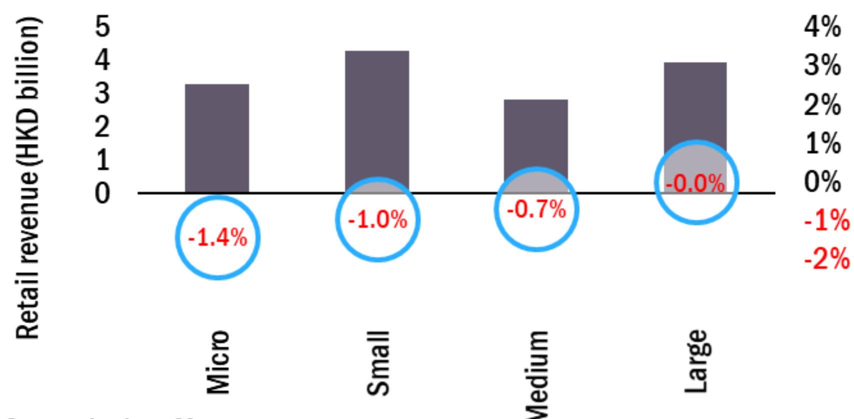


Figure 2: Connections for enterprises and CAGRs by type of connection, Hong Kong, 2017–2022[1]

Connection type	Connections (thousand)		CAGR	CAGR
	2017	2022	2013–2017	2017–2022
Mobile handsets	2000	1900	1.0%	-1.0%
Mobile broadband	300	300	9.9%	0.0%
Mobile IoT	300	3600	18.8%	64.4%
Fixed voice	1800	1800	-0.6%	0.0%
Fixed broadband	420	460	2.5%	1.8%
Fixed dedicated lines	47	48	0.5%	0.4%
Non-wireless IoT	2000	3700	35.3%	13.1%

Figure 3: Telecoms operator retail revenue from enterprises in 2017 and CAGR for 2017–2022 by enterprise size, Hong Kong, 2017[1]



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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About the authors

Igor Babić (Research Analyst) is a member of Analysys Mason's *Enterprise and IoT* research practice and is mainly focusing on market forecasting and enterprise research commentaries. Prior to joining Analysys Mason, he completed a BEng in Engineering Business Management at Warwick and an MPhil in Industrial Systems, Manufacture and Management at Cambridge.

Catherine Hammond (Senior Analyst) is an analyst for Analysys Mason's *Enterprise and IoT* research programme, specialising in market forecasting. She previously worked for nine years as a Senior Manager within Analysys Mason's Consulting practice, undertaking work for a wide range of operators, regulators and government agencies in Europe and Asia. Her work included the development and review of quantitative models, assessment of business plans, development of market forecasts, collation and analysis of benchmarks, development of white papers and leading client workshops and major presentations. She holds an MA in mathematics from the University of Cambridge.

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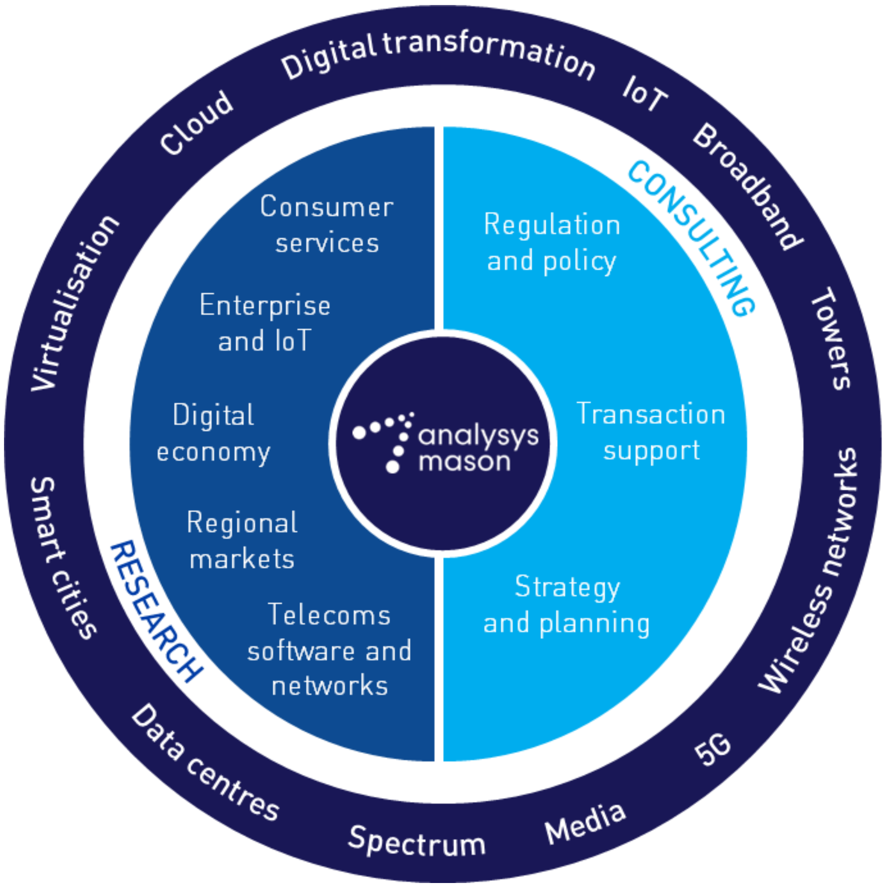

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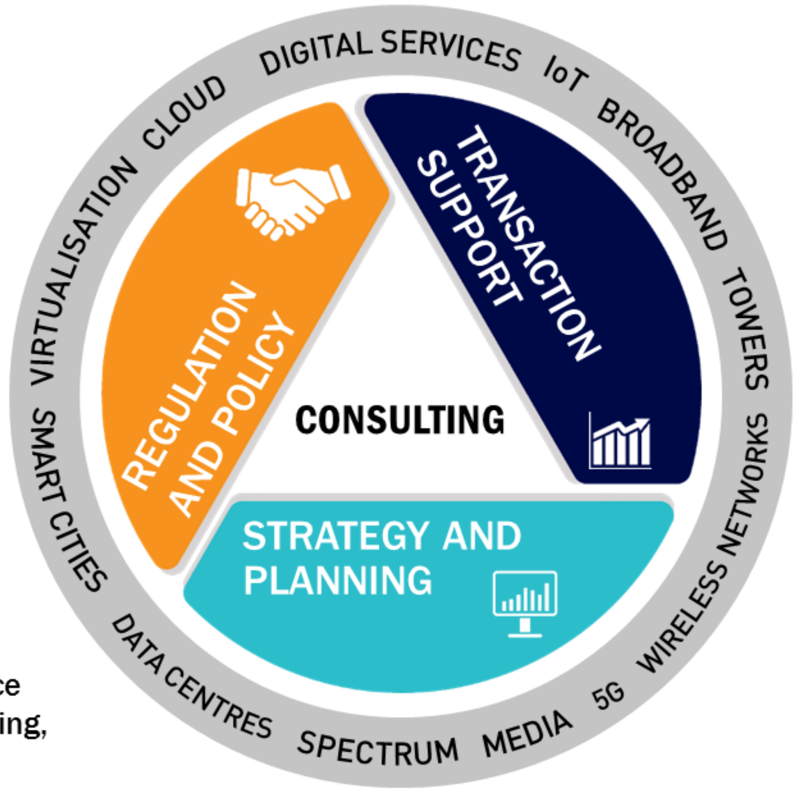

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