



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



Contents



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/licensed software	Collaboration (on-premises)	
	Software as a service	Collaboration - business workflow	
		Collaboration - fileshare	
	UC services	Audio conferencing	Hosted VoIP
		Video conferencing	Web conferencing
Communications	UC software	Communications/unified messaging software	
	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)	
		Tablet plan (data)	
	IP PBX/hybrid		
	IP phones/adaptors		
Platforms	Platform as a service	Platform as a service (PaaS)	
Digital marketing and advertising	Digital marketing and advertising	Display advertising	
		Search engine marketing	
	Social	Social media marketing	
IoT	IoT	Hardware	Services
		Software	
Web services	Web hosting and development	Website development	
		Website hosting/maintenance	

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

13

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+



19

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



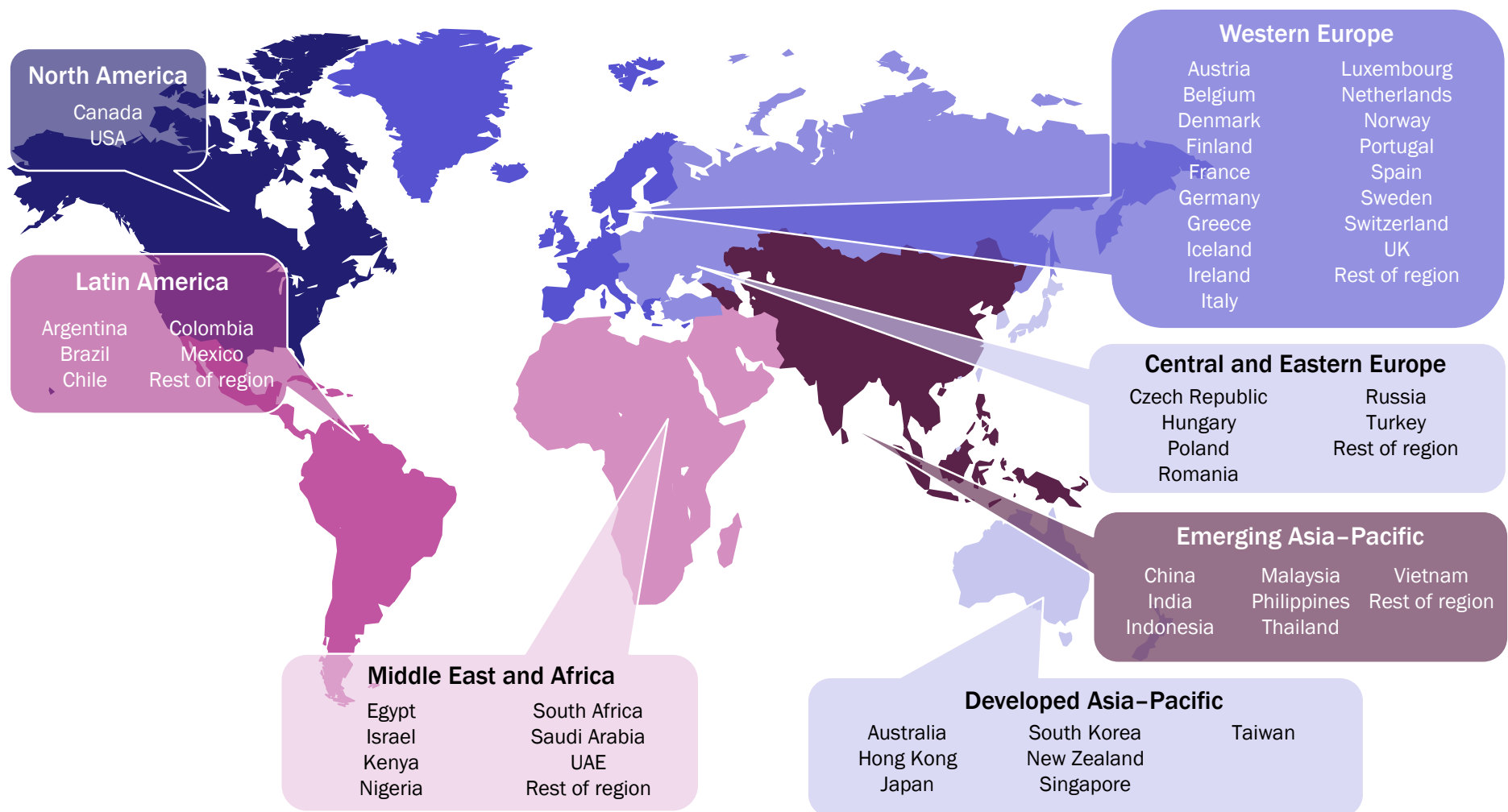
8

Channels or routes to market

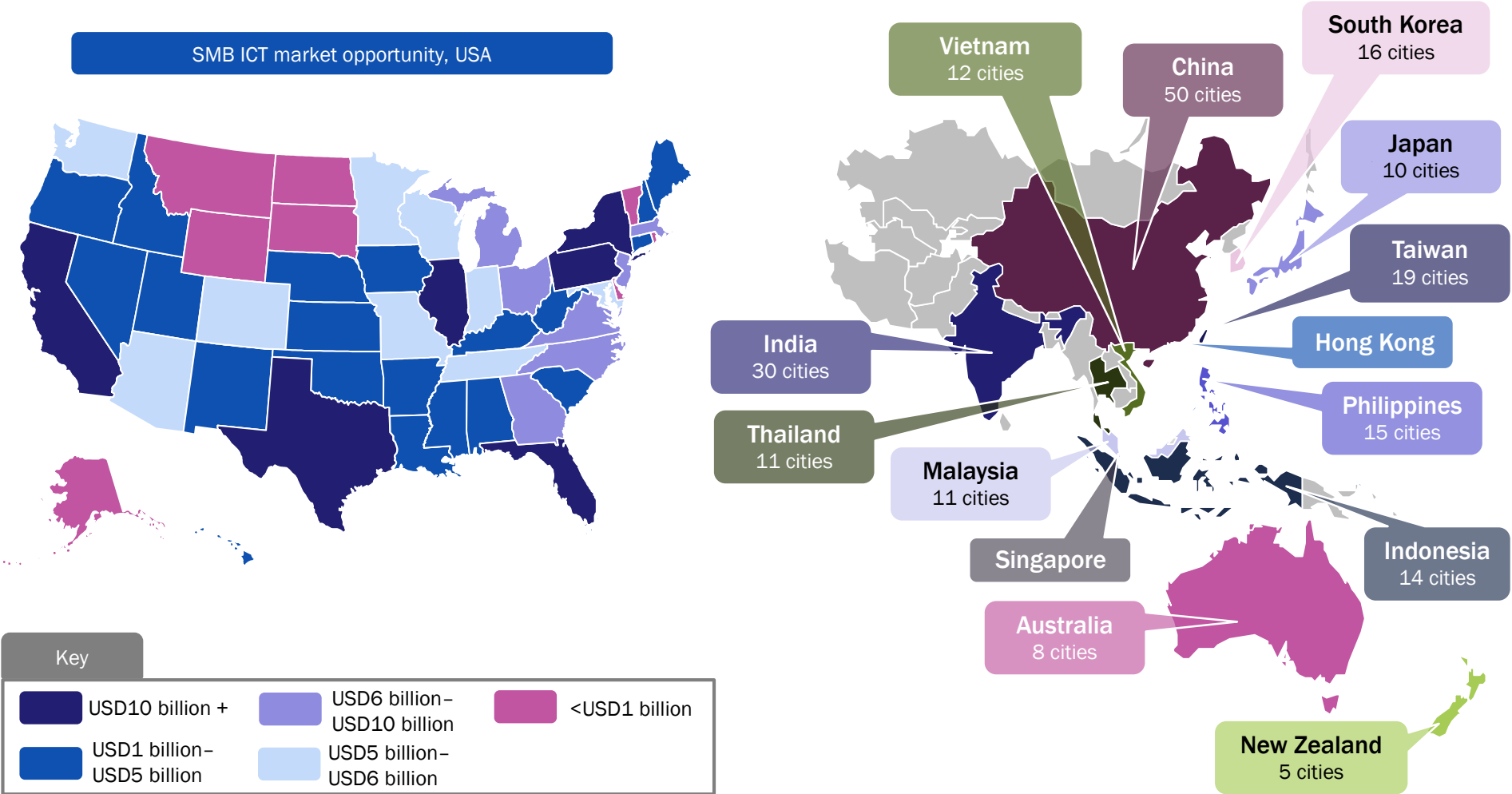
Channel partners (VARs, ISVs, etc)
 Managed service providers (MSPs)
 Systems integrators
 Service providers (SPs)
 Hosters
 Vendors (direct)
 Direct market resellers (DMR)
 Retail



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

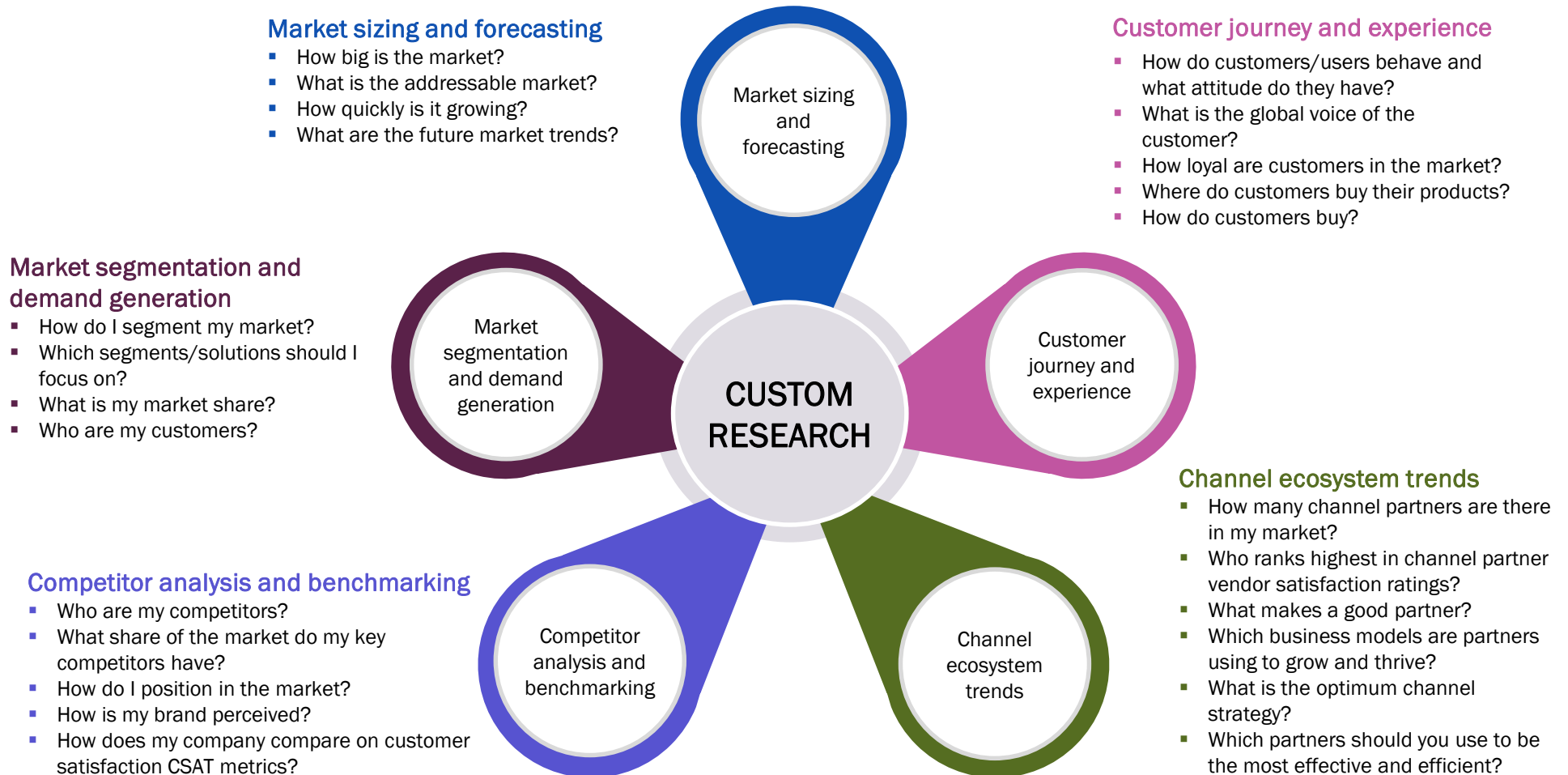


ICT global model

Custom research

About AMI-Partners and Analysys Mason

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



Contents



Global market sizing and forecast model

Custom research

About AMI-Partners and Analysys Mason

Contact details

Steve King

Director of Sales, Research

Steve.King@analysismason.com

 AnalysysMason

 stevekinguk

Cambridge

Tel: +44 (0)1223 460600
cambridge@analysismason.com

Dubai

Tel: +971 (0)4 446 7473
dubai@analysismason.com

Dublin

Tel: +353 (0)1 602 4755
dublin@analysismason.com

Hong Kong

Tel: +852 3669 7090
hongkong@analysismason.com

Kolkata

Tel: +91 33 4003 3093
kolkata@analysismason.com

London

Tel: +44 (0)20 7395 9000
london@analysismason.com

Lund

Tel: +46 8 587 120 00
lund@analysismason.com

Madrid

Tel: +34 91 399 5016
madrid@analysismason.com

Manchester

Tel: +44 (0)161 877 7808
manchester@analysismason.com

Milan

Tel: +39 02 76 31 88 34
milan@analysismason.com

New Delhi

Tel: +91 124 4501860
newdelhi@analysismason.com

Oslo

Tel: +47 920 49 000
oslo@analysismason.com

Paris

Tel: +33 (0)1 72 71 96 96
paris@analysismason.com

New York


Tel: +212 944 5100
newyork@analysismason.com


Singapore

Tel: +65 6493 6038
singapore@analysismason.com


Stockholm

Tel: +46 709 211 719
stockholm@analysismason.com

 @AnalysysMason

 linkedin.com/company/analysys-mason

 youtube.com/AnalysysMason

 analysismason.com/RSS

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



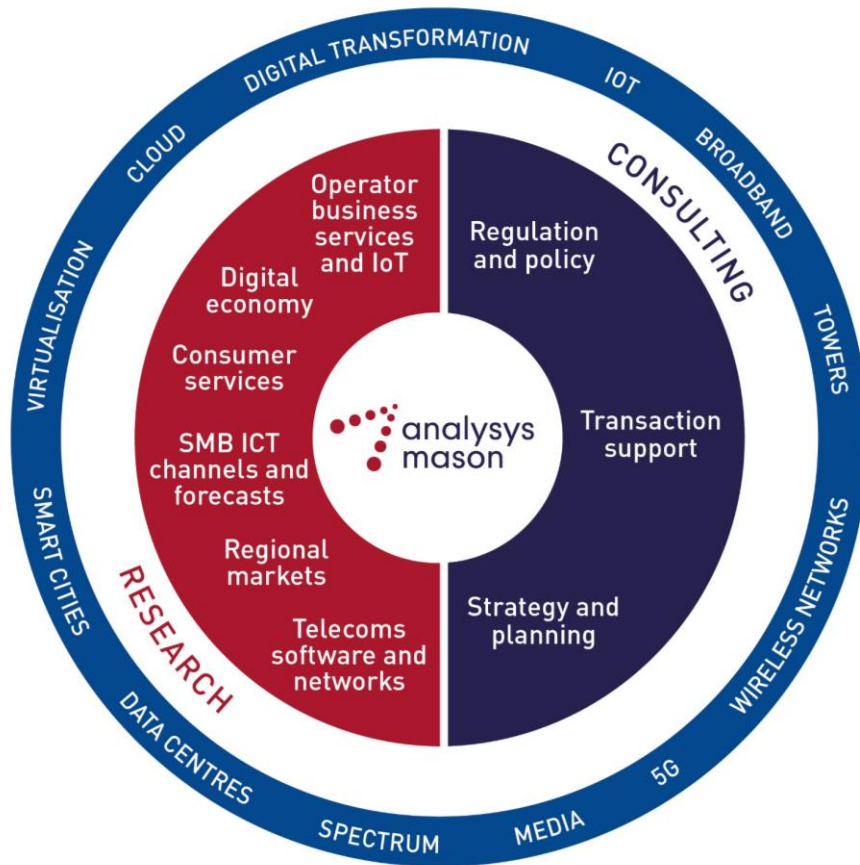
13 Business sizes



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

Bush House • North West Wing • Aldwych • London • WC2B 4PJ • UK

Tel: +44 (0)20 7395 9000 • Email: research@analysismason.com • www.analysismason.com/research • Registered in England and Wales No. 5177472

© Analysys Mason Limited 2019. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means – electronic, mechanical, photocopying, recording or otherwise – without the prior written permission of the publisher.

Figures and projections contained in this report are based on publicly available information only and are produced by the Research Division of Analysys Mason Limited independently of any client-specific work within Analysys Mason Limited. The opinions expressed are those of the stated authors only.

Analysys Mason Limited recognises that many terms appearing in this report are proprietary; all such trademarks are acknowledged and every effort has been made to indicate them by the normal UK publishing practice of capitalisation. However, the presence of a term, in whatever form, does not affect its legal status as a trademark.

Analysys Mason Limited maintains that all reasonable care and skill have been used in the compilation of this publication. However, Analysys Mason Limited shall not be under any liability for loss or damage (including consequential loss) whatsoever or howsoever arising as a result of the use of this publication by the customer, his servants, agents or any third party.