

ANALYSYS MASON

Strategy consulting in telecoms, media and technology



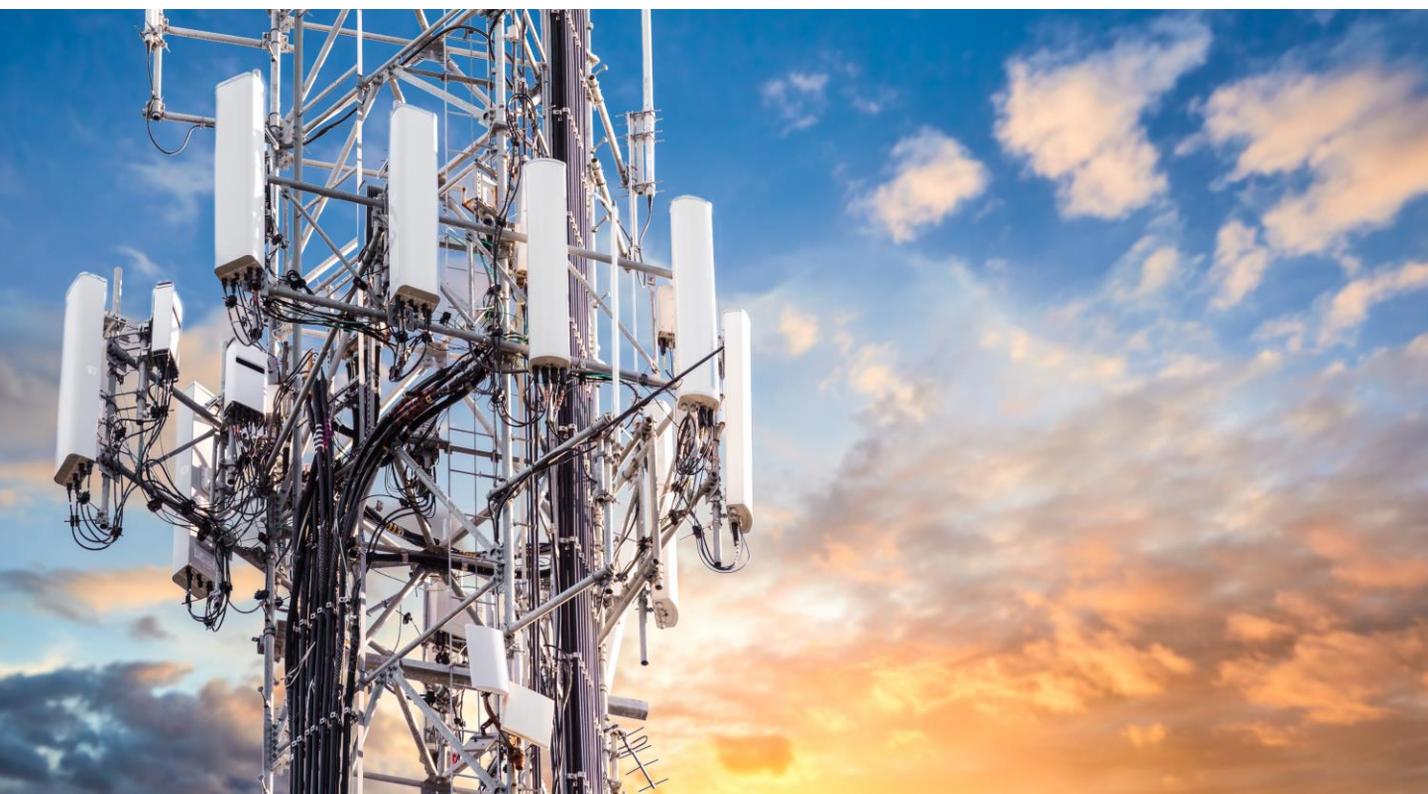
Our mission is to continue to be the world's most recognised telecoms, media and digital economy advisers

Analysys Mason is a global consultancy and research firm specialising in telecoms, media and technology (TMT).

Since 1985, Analysys Mason has played an influential role in key industry milestones, supporting clients in 100+ countries through major shifts in the market.

With experts located in offices around the world we provide local perspectives on global issues and continue to be at the forefront of industry developments.

We are passionate about what we do, and by harnessing our collective knowledge will rise to any challenge to support and deliver tangible benefits to our clients.



Analysys Mason, TMT expertise since 1985

Our global teams help clients thrive by using rigorous methodologies that deliver real-world results for businesses. Our industry specialist consultants and analysts stand ready to advise and inform, supporting clients globally to respond to industry changes and disruptions from new competitors.

Our consultants deliver tangible benefits to clients across the entire telecoms landscape, including mobile and fixed operators, internet players, regulators, financial institutions, cable and satellite companies, content and media players, governments, lawyers, postal industry stakeholders and vendors. We understand the distinct local challenges facing clients, in addition to the wider effects of global forces.



Analysys Mason operates across the world

From our 17 offices, we advise clients across more than 100 countries around the world.

Our teams are not limited to their local geographies – our global pool of consultants allows us to reach internationally while maintaining local expertise.



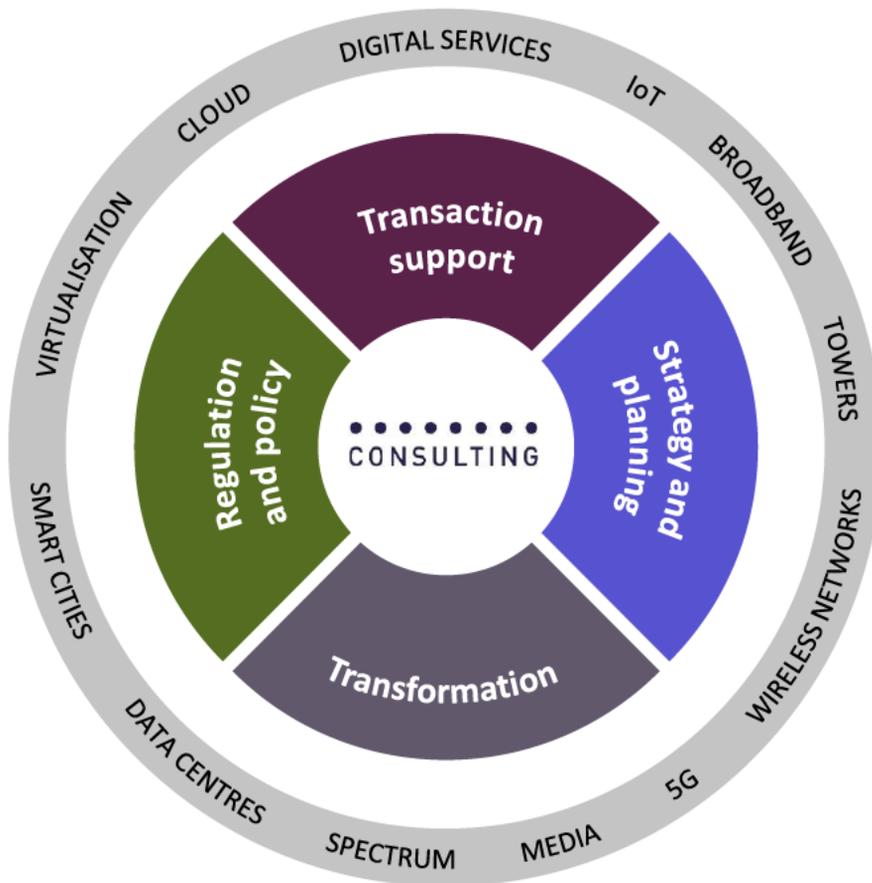
“ I joined Analysys Mason as a graduate in Manchester and relocated to Singapore two years later. After a couple of years I am now relocating again to join our Hong Kong office ”

Lisa Scott, Consultant, Hong Kong



Types of projects

Our Consultants assist our clients across four broad areas: strategy and planning, transaction support, transformation and regulation and policy.



Strategy and planning

We assist clients on all aspects of strategy development and review, technology portfolio analysis, revenue uplift, market analysis and more.



Transaction support

We provide commercial and technical due diligence and business planning advisory services in support of TMT transactions.



Regulation and policy

We play a leading role in the formulation of telecoms and media policy and regulation around the world, supporting governments, regulators and operators.



Transformation

We undertake major transformation and strategic change programmes within the telecoms industry, running all parts of business-critical BSS change programmes.

What we've done...



Strategy and planning

Elaborated a national broadband strategy for the Government of Mozambique

Improved pay-TV service strategies for targeting young consumers

Evaluated a satellite broadband concept for the European Space Agency



Transaction support

Evaluated an opportunity to invest in a transatlantic submarine cable

Assisted O3b Networks to secure USD460 million for eight satellites

Evaluated and sold fibre assets in Italy



Regulation and policy

Conducted a study into the role of the Dutch government in the internet space

Appointed as the technical adviser to the Irish Government's National Broadband Plan

Advised the French Government and media regulator on development of local TV



Transformation

Orchestrated a multi-vendor RFP and selection process for one of the largest business support system replacements in Europe

Managed business roll-out of a customer relationship management (CRM) solution for business customers

Advised on an implementation of a sales-driven overlay across three separate core CRM and product catalogue stacks



Our Consulting career path

| | Intern | Associate Consultant | Consultant | Manager | Principal | Partner |
|-------------------------------|--------|----------------------|------------|---------|-----------|---------|
| Data collection | ● | ● | ● | | | |
| Forecast and modelling | ● | ● | ● | | | |
| Strategic analysis and advice | | ● | ● | ● | ● | ● |
| Mentoring | | ● | ● | ● | ● | ● |
| Project management | | | ● | ● | ● | ● |
| Line management | | | | ● | ● | ● |
| Business development | | | | | ● | ● |
| Company decisions | | | | | | ● |

The Associate Consultant role at Analysys Mason

Supporting your team and being directly involved in the delivery of client strategic projects; conducting research, aggregating data sources and searching internal and external databases; conducting quantitative and qualitative analysis of the research, including modelling on various pieces of software; writing reports based on the analysis; sharing findings internally and externally with clients; assisting with proposal productions.



“As an Associate Consultant at Analysys Mason, I work on some of the biggest deals in the telecoms industry across the globe by offering support in data collection, modelling and forecasting as part of a highly competent, enthusiastic, international colleague body”

Hanna Horst, Associate Consultant, London

Case study – how we advised the Zambia Information and Communications Technology Authority



Matt Starling,
Principal, Cambridge

“ We undertook a wide-ranging cost study of telecoms services in Zambia for the Zambia Information and Communications Technology Authority (ZICTA).

This study had several key objectives, including the development of cost models for next-generation technologies, in order to understand the underlying costs of providing voice and data services, as well as recommendation of an appropriate regulatory regime covering voice, broadband and bundled services in the ICT sector in Zambia.

The project team was led by some of our most experienced costing experts, **supported by associate consultants.**

As an early step, Analysys Mason undertook an initial exercise of benchmarking Zambia against other African countries to better understand how it compared, both in terms of telecoms services and macro-economic development. **This researching exercise was undertaken by the associate consultants, in terms of both data collation and clear presentation of results, with the report overseen and reviewed by the senior team.**

We then developed a suite of modules to consider the costs of both network and retail operations in Zambia. Mobile, fixed core, fixed access and broadcasting signal distribution networks were all modelled.

A data-gathering exercise was also undertaken to ensure the cost modules were parameterised to appropriately reflect the costs of operating in Zambia. **The associate consultants gathered and processed much of the data collected, including the financial data and geographical analysis of network data. They also tailored certain parts of the model calculations, where required.**

The models were developed in co-operation with industry stakeholders, which were invited to two workshops held in Zambia to discuss the model workings. **One of the associate consultants also attended one of these workshops to support the senior team.** ”

“ 10/10. It was great working with Analysys Mason. We were impressed by their professionalism, understanding the client’s requirements and delivering accordingly. The models developed by Analysys Mason were easily accepted by the ICT industry players. We certainly look forward to working with Analysys Mason again. ”

**Zambia Information and
Communications Technology Authority**



Working at Analysys Mason



What does Analysys Mason offer ?

Who better to tell you than our current employees? In our most recent employee survey, we asked “Why someone should join Analysys Mason”. Here are some of the responses:

An interesting job

Working at the forefront of the industry, and helping the main players navigate the fast-happening changes in telecoms is not only fascinating, but also challenging and rewarding. It pushes us to produce the highest quality work we can, and to remain on the top of our game

“We work on very interesting projects, that provide in-depth understanding of how our sector works”

“The teams and colleagues are skilled, and we work with the most interesting clients and projects within the area ”

TMT expertise

We are experts in the TMT sectors, working on projects across the entire landscape, covering local and global challenges.

“There is genuine domain expertise and willingness across the company to share insights/experience to help other offices and employees to best serve clients ”

“AM has deep field expertise (if someone is really interested in telecoms and wants to learn from highly experienced people, AM is the place to go) ”

Flexibility

Being a Consultant is not easy, and therefore we recognise the need for a flexible environment, where you can develop your career as well as your personal life.

“AM respects its employees and accommodates requests for flexibility in addressing personal commitments”

“There is a much better work-life balance compared to other consulting firms”



International exposure

We are based in 17 offices in 13 countries, helping clients in more than 110 countries to maximise their opportunities. We are one global pool of consultants, working across borders while retaining local knowledge and influence, as recognised by our clients

“AM is a global workplace with lots of international opportunities”

“I like our global client service engagement model”

Guidance, coaching and mentorship

Our model is simple: it's by working with experts, that you become one. As well as going through structured, thorough training, our new hires are paired with a "buddy" and will learn directly from the experts they work with, including Partners.

"The senior staff is highly professional and still takes time to guide and encourage junior staff"

"The size of the company and the project teams allows you to get exposure to senior management from the very beginning and learn from them"

Influence

After 35+ years of helping our clients navigate the changes in the industry, we have become one of the most knowledgeable players in the industry.

"We get strong feedback on performance and industry knowledge from clients, those within industry, and the financial institutions I interact with"

"Analysys Mason is a well-known brand in the TMT space"

Opportunities to grow

We want you to have a successful career with us, and that means we regularly promote from within, support internal office moves and give you the opportunity to grow, develop and make an impact.

"Our teams are small so there are lots of opportunities to take on responsibility and grow"

"There is opportunity to learn and grow in your role as well as move up into new or higher roles – Analysys Mason is very keen to promote from within"



Work environment

97% According to this year's staff survey, this is the percentage of employees who enjoy working at Analysys Mason

We support our employees with cross-company initiatives, including our 'All Health Matters' health and wellbeing initiative, our Corporate Social Responsibility programme, and a comprehensive benefits package.

A sample of the initiatives Analysys Mason offers are:

Employee wellbeing, such as yoga classes, company-wide fitness challenges, flexible working and mental health initiatives – particularly important during the various Covid-19-related lockdowns

Corporate Social Responsibility, including volunteer days, matching charity donations and the Cycle to Work scheme

Buddy scheme, where we pair our newest recruits with experienced peers

Benefits, including annual bonus, private healthcare, enhanced parental leave policies

Socials events, such as seasonal parties and team bonding days abroad



“ It’s great to see the engagement in our CSR work across the company to become a more sociable and responsible business ”

Maria Tunberg, Principal, Lund

Analysys Mason and Covid-19



“Given our international structure, the coronavirus pandemic and the various associated ‘lockdowns’ have affected our teams differently, and at different times. Some regions did not go into full ‘lockdown’, whilst for the majority that did the easing and reinstatement of restrictions continues to differ based on developing circumstances. We will continue to follow local government guidance, and whilst we are keen to bring our employees physically back together when appropriate, this will not be rushed or forced.

In the early stages of the crisis, we were able to adapt quickly to the situation, with suitable infrastructure to support a smooth transition to homeworking. We provided regular wellbeing seminars and guidance, and even weekly online yoga classes. Team drinks, quizzes and virtual DJ sets became regular features and for those who would benefit, a generous dependents leave was offered.

With our employees able and motivated to continue working, demand from our clients has also continued at pace and we are delighted to continue our growth trajectory of recent years. In fact our ‘Class of 2020’ is our largest intake ever, and whilst their onboarding commences, we are already looking forward to continuing our growth in 2021! “

Joseph Williams, Head of HR – Talent and Recruitment



Our Graduate Recruitment Process



Kick-start your career with us



“ For me, the two weeks of training offered a great opportunity to work with the other new ACs in the London office. It was informative, and it was fun! ”

Nabeel Hussain, Associate Consultant, London

Our recruitment process

Our interview process is two-way and is as much an opportunity for you to get to know us, as it is for us to get to know you. You will meet an Associate Consultant from a recent intake for an informal conversation, and the Recruitment Team is always available to help you and give you all the information you need.



Apply at analysismason.com/careers

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The telecoms, media and technology adviser
since 1985



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New York Oslo Paris Singapore Stockholm