



Approaches to IT services for SMEs: 11 operator case studies



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About this report

This report examines the different approaches that operators are taking to selling and provisioning IT services and solutions to small and medium-sized enterprises (SMEs). The report explores the range of operators' IT services and go-to-market strategies. It also highlights how operators are using IT services to differentiate their connectivity portfolio and generate incremental revenue. The report is based on several sources, including:

- Analysys Mason's internal and desk research (including forecasts, press releases, annual reports and financial statements)
- Interviews with stakeholders within operators' business units that manage IT solutions for the SME market.

KEY QUESTIONS ANSWERED IN THIS REPORT

- Why do operators want to sell IT services to SMEs?
- How do operators' portfolios of IT solutions for SMEs vary from each other?
- What challenges do operators face when delivering IT services to SMEs and how are they trying to overcome these challenges to penetrate the IT market?
- Which go-to-market strategies and sales channels are operators using to sell IT services to SMEs?

CASE STUDIES

- A1 Telekom
- Comcast Business
- Gamma (UK)
- Globe Telecom
- KPN
- Proximus
- StarHub
- Telefónica Spain
- Verizon
- Virgin Media O2 Business
- Vocus

WHO SHOULD READ THIS REPORT

- Business strategy, product and marketing teams within operators' business divisions that are interested in understanding the opportunities for IT services and solutions in the SME market.
- IT vendors and service providers that want to partner with operators.



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Executive summary





Analysis

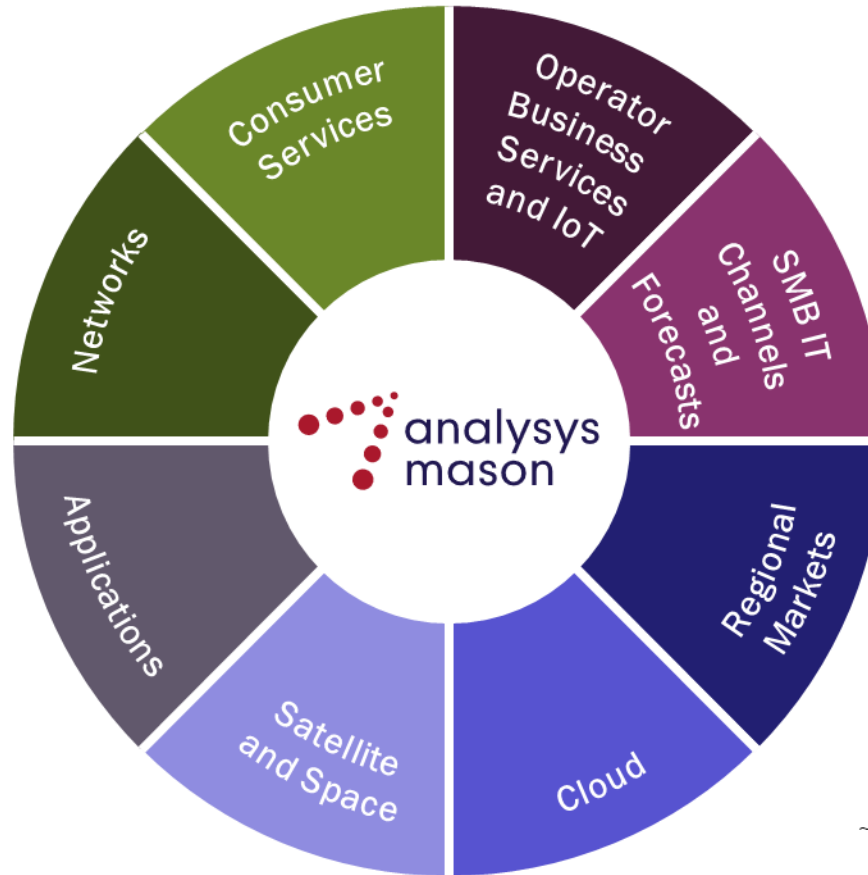
Case studies





Appendix

About the authors and Analysys Mason

Our research services

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Consumer Services
 - Fixed Broadband Services
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 - Fixed-Mobile Convergence
 - Smart Devices
 - Future Comms
 - Video, Gaming and Entertainment
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Networks
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 - Edge and Media Platforms
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DataHub
 - ~2800 forecast and 280+ historical metrics
 - Regional results and worldwide totals
 - Operator historical data

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