



# Operator business services: Singapore forecast 2019– 2024



Catherine Hammond and Eileen Zimbler

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## About this report

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

The report highlights that the total operator business services revenue in Singapore is expected to increase between 2019 and 2024, driven by growth in ICT services revenue.

It quantifies the market for fixed and mobile voice and data services, IoT connectivity services and a range of ICT services. The report is based on several sources, including data from operators, the Singapore Department of Statistics, the Info-communications Media Development Authority and Analysys Mason's 2019 survey on businesses' telecoms and ICT usage.

This report is based on forecasts that were prepared before the outbreak of the COVID-19 pandemic. We have included a high-level view of the possible impact of the crisis in developed Asia-Pacific and updated forecasts will be available later in the year.<sup>1</sup>

### WHO SHOULD READ THIS REPORT

- Operators that want to identify key areas for revenue growth, both in terms of business segments and individual services.
- Vendors that are considering targeting the business market.
- Third-party service providers that are seeking to collaborate with operators.

<sup>1</sup> For the complete data set, see Analysys Mason's [DataHub](#).

<sup>2</sup> See service taxonomy in the 'Forecast methodology and assumptions' section of this report.

### REPORT COVERAGE

Geographical	Services <sup>2</sup>	
<b>Countries modelled individually:</b> <ul style="list-style-type: none"> <li>▪ Singapore</li> </ul>	<b>Mobile:</b> <ul style="list-style-type: none"> <li>▪ Voice and messaging</li> <li>▪ Handset data</li> <li>▪ Mobile broadband</li> <li>▪ IoT connectivity</li> </ul>	<b>ICT:</b> <ul style="list-style-type: none"> <li>▪ UC and hosted voice</li> <li>▪ Security</li> <li>▪ Co-location and hosting</li> <li>▪ Software-as-a-service (SaaS)</li> <li>▪ Infrastructure-as-a-service and platform-as-a-service (IaaS/PaaS)</li> <li>▪ Enterprise mobility</li> <li>▪ Desktop management</li> </ul>
<b>Business size</b>	<b>Fixed:</b> <ul style="list-style-type: none"> <li>▪ Narrowband voice</li> <li>▪ VoBB</li> <li>▪ ADSL/SDSL, vDSL, FTTP/B, cable, BFWA, other fixed broadband</li> <li>▪ Dedicated connections: below 100Mbit/s, 100Mbit/s and up to 1Gbit/s, and at least 1Gbit/s</li> </ul>	
<b>Segments:</b> <ul style="list-style-type: none"> <li>▪ Micro (0–9 employees)</li> <li>▪ Small (10–49 employees)</li> <li>▪ Medium (50–249 employees)</li> <li>▪ Large (250+ employees)</li> </ul>		



Our forecasts are refined throughout the year. This report presents the results at the time of publication and will continue to give useful background information about key drivers. However, we recommend that you always use the Analysys Mason [DataHub](#) to view the latest data associated with this report.

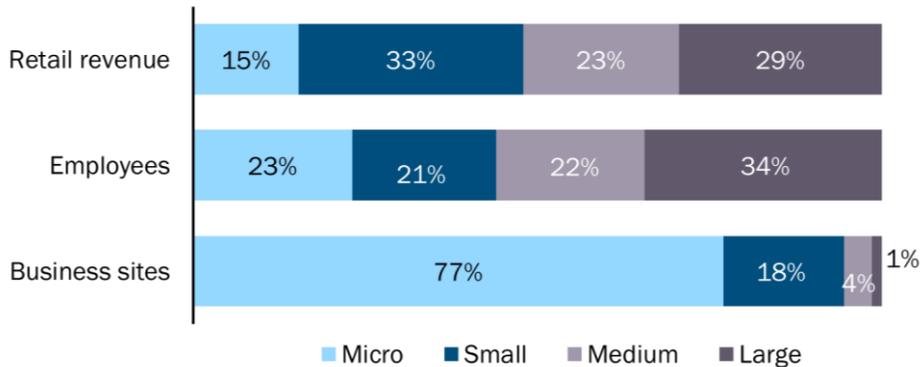
# Medium-sized and large enterprises will be the biggest source of revenue growth due to their greater dependence on ICT services

Operator business services revenue growth between 2019 and 2024 will be greater for large enterprises than small ones.

The mobile services revenue generated by businesses scales roughly with the number of employees, though large enterprises are the main adopters of IoT solutions. For fixed services, micro and small businesses account for the vast majority of business sites, and consequently also account for a large proportion of operator revenue from fixed data services. Micro businesses rely on broadband rather than dedicated connections.

Large enterprises spend the most on ICT services, but adoption is growing among many small and medium-sized businesses, resulting in strong revenue growth for all three segments.

**Figure 6: Percentages of retail revenue, total employees and total business sites by business size, Singapore, 2019<sup>1,2</sup>**

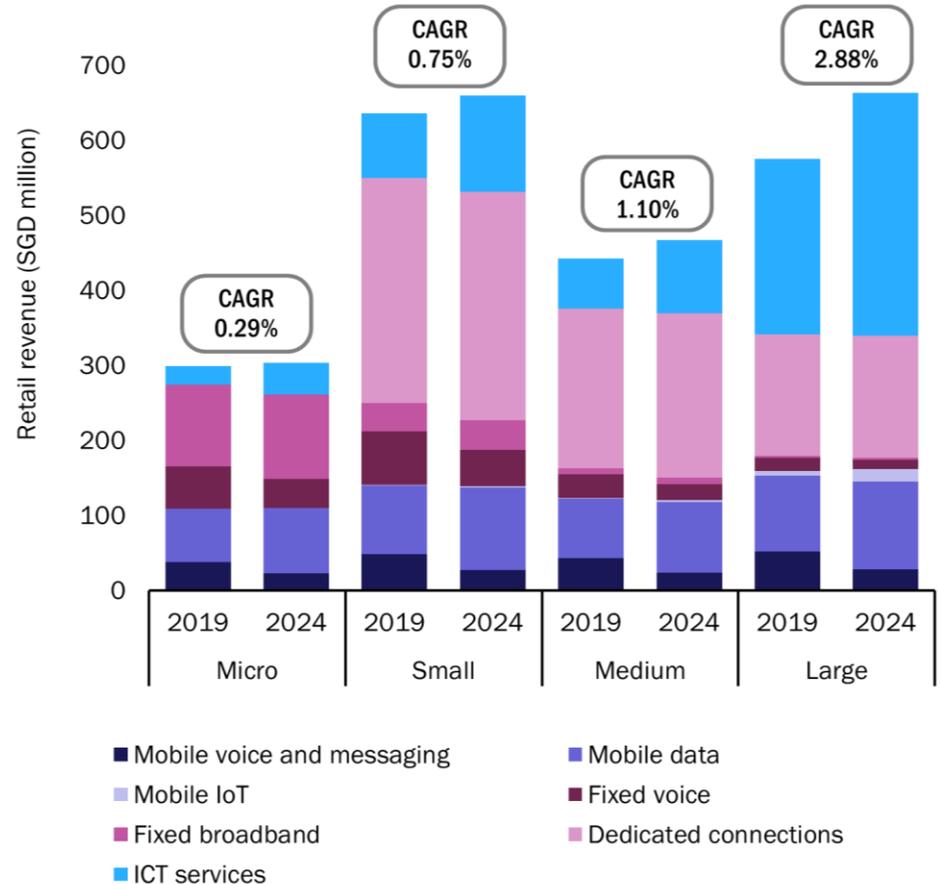


Source: Analysys Mason

<sup>1</sup> Total employees includes self-employed workers and sole traders, but excludes informal workers.

<sup>2</sup> See the 'Presentation of results' slide in the 'Forecast methodology and assumptions' section of this report for full definitions of the aggregate categories presented in the figures.

**Figure 7: Telecoms operator retail revenue from businesses by service type and business size, Singapore, 2019 and 2024<sup>2</sup>**



Source: Analysys Mason



Executive summary

Forecast results

COVID-19 impact (developed Asia–Pacific)

Operator profiles

Forecast methodology and assumptions

**About the authors and Analysys Mason**

## About the authors



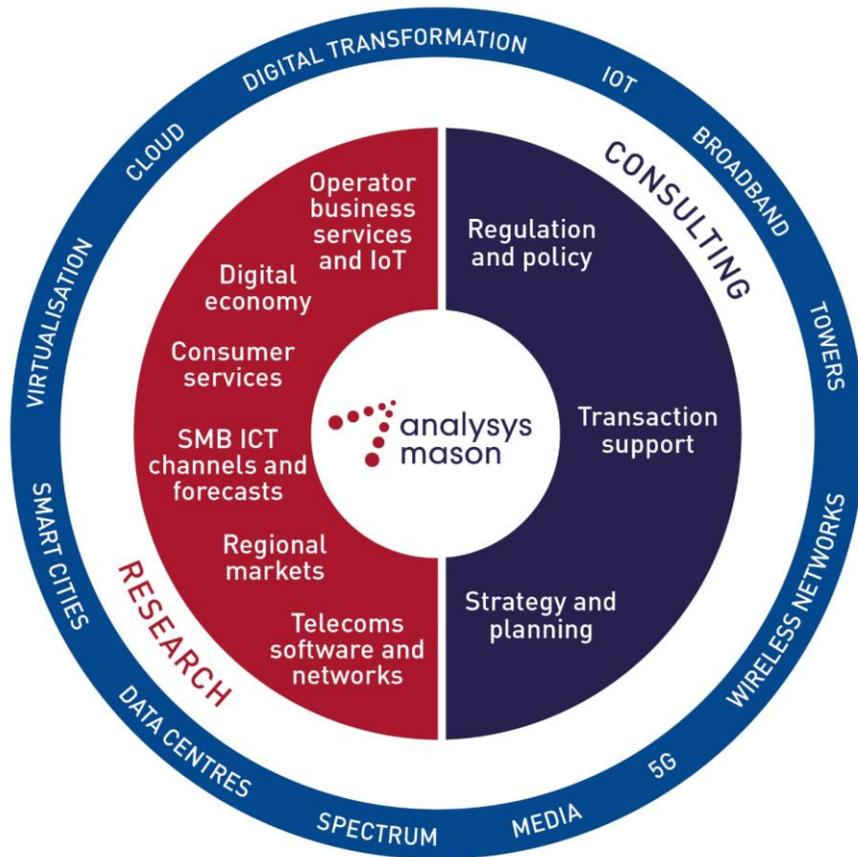
**Catherine Hammond** (Principal Analyst) is a member of Analysys Mason's *Operator business services and IoT* research practice, specialising in market forecasting. She previously worked for nine years as a Senior Manager within Analysys Mason's Consulting division, undertaking work for a wide range 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.



**Eileen Zimble** (Senior Analyst) is a senior analyst in Analysys Mason's SMB IT Channels and Forecasts research team. She has more than 25 years of experience in IT market research, with a focus on SMB IT research services. Eileen oversees the primary research and analysis process that informs many Analysys Mason programmes including the Cyber Security programme. She is also involved in custom research projects for leading IT vendors such as Cisco, Dell, HP, Intel and Microsoft. Prior to joining Analysys Mason, Eileen held roles at AMI-Partners (acquired by Analysys Mason) and IDC/LINK, a leading consulting and research firm focused on PCs, telecoms and consumer electronics, where she authored a number of research reports on small business computing and multimedia. Eileen holds an MBA in finance as well as a Bachelor of Arts in liberal arts from Hofstra University.

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## Analysys Mason's consulting services and research portfolio



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- Telecoms Software Market Shares
- Network-focused**
- Next-Generation Wireless Networks
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- Network Automation and Orchestration
- Digital Infrastructure Strategies

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- Customer Engagement
- Monetisation Platforms
- AI and Analytics



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- Digital Economy Strategies
- Future Comms

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- Large Enterprise Emerging Service Opportunities
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- IoT and M2M Services
- IoT Platforms and Technology

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- European Telecoms Market Matrix
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- Regional results and worldwide totals
- Operator historical data

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- Ex-post/abuse of dominance
- Postal sector



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Bush House • North West Wing • Aldwych • London • WC2B 4PJ • United Kingdom

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

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