analysys
mason

Operator business services: Singapore forecast 2019–2024

Catherine Hammond and Eileen Zimbler

RESEARCH

Contents

List of figures

analysys mason

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).[1]

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.[1]

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.

[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.

REPORT COVERAGE

Geographical	Services[2]	
Countries modelled individually: - Singapore	**Mobile:** - Voice and messaging - Handset data - Mobile broadband - IoT connectivity **Fixed:** - Narrowband voice - VoBB - ADSL/SDSL, vDSL, FTTP/B, cable, BFWA, other fixed broadband - Dedicated connections: below 100Mbit/s, 100Mbit/s and up to 1Gbit/s, and at least 1Gbit/s	**ICT:** - UC and hosted voice - Security - Co-location and hosting - Software-as-a-service (SaaS) - Infrastructure-as-a-service and platform-as-a-service (IaaS/PaaS) - Enterprise mobility - Desktop management
Business size **Segments:** - Micro (0–9 employees) - Small (10–49 employees) - Medium (50–249 employees) - Large (250+ employees)		

DataHub — 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.

analysys mason

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[1,2]

Source: Analysys Mason

Figure 7: Telecoms operator retail revenue from businesses by service type and business size, Singapore, 2019 and 2024[2]
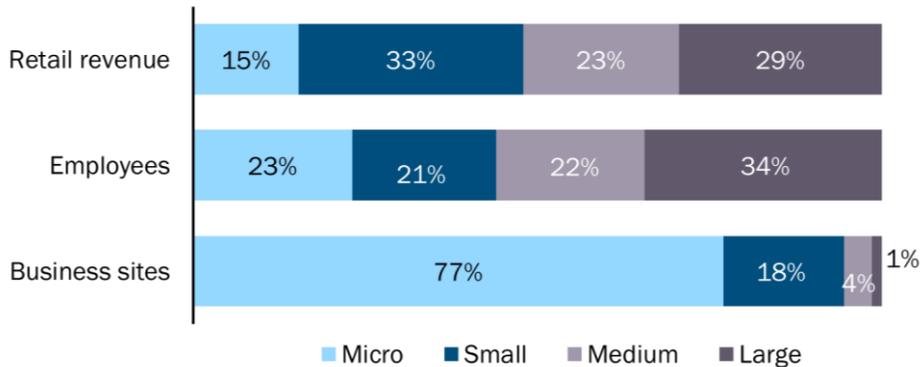
Source: Analysys Mason

[1] Total employees includes self-employed workers and sole traders, but excludes informal workers.
[2] 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.

analysys mason

Contents
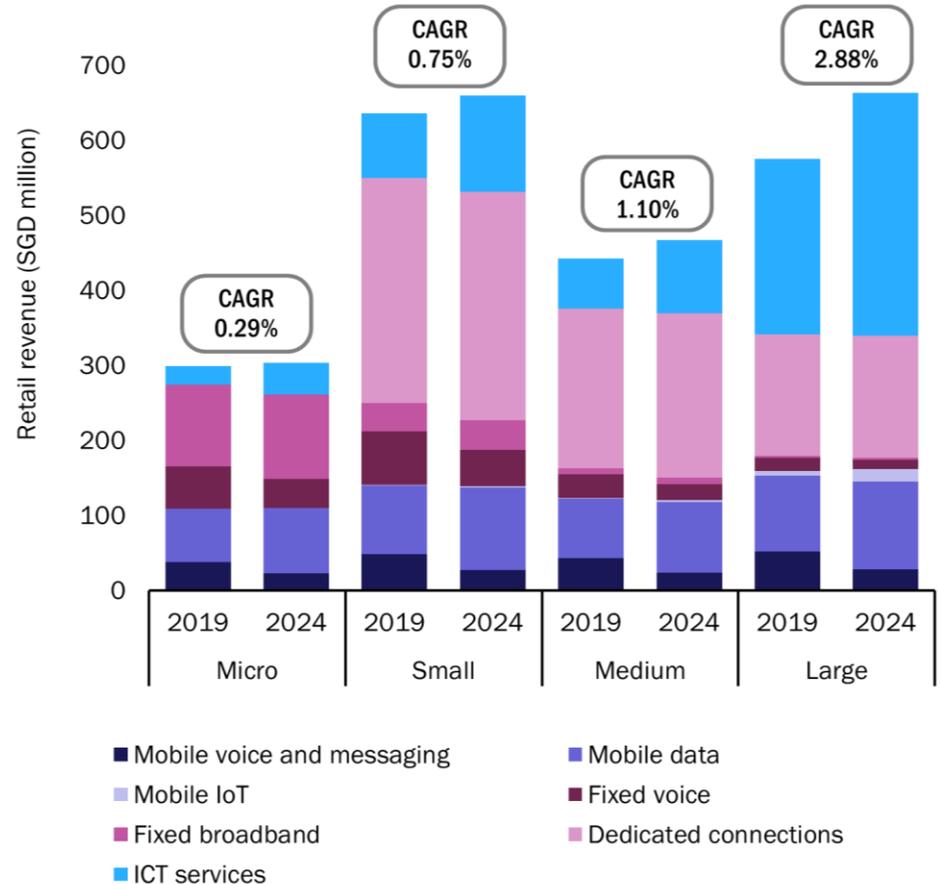
Executive summary

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 Zimbler (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.

analysys mason

Analysys Mason's consulting and research are uniquely positioned

Analysys Mason's consulting services and research portfolio
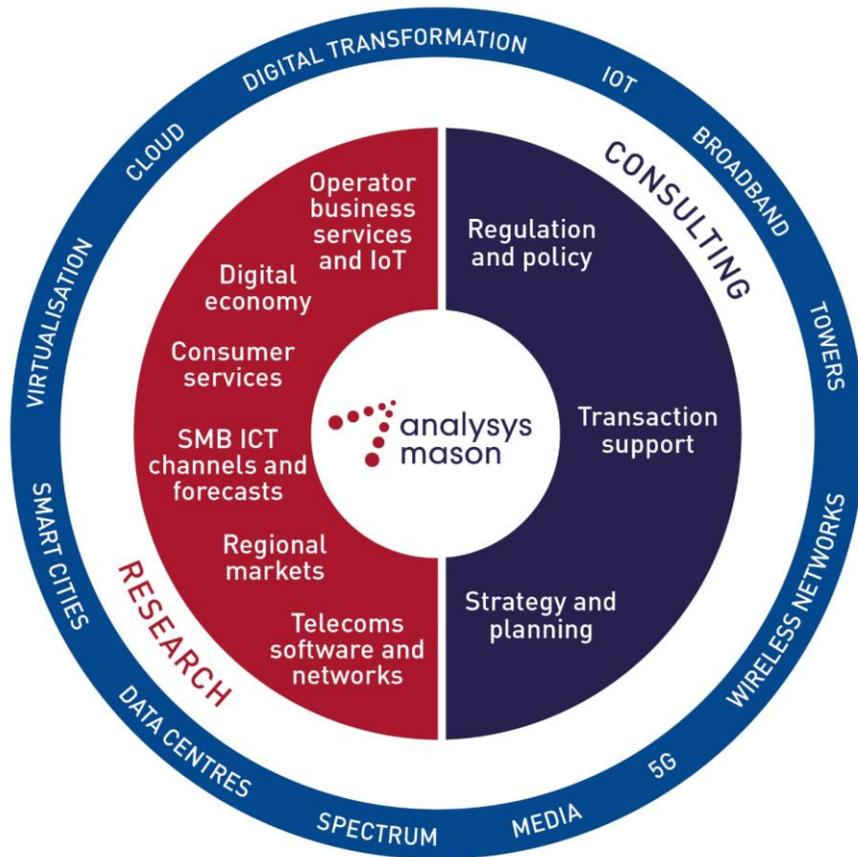
Consulting

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 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.

analysys
mason

Research from Analysys Mason

Consumer services programmes

Mobile Services

Mobile Devices

Fixed Broadband Services

Convergence Strategies

Video Strategies

Operator investment programmes

Operator Investment Strategies

Network Traffic

Spectrum

Telecoms software and networks programmes

Software Forecast and Strategy

Telecoms Software Market Shares

Network-focused

Next-Generation Wireless Networks

Video and Identity Platforms

Service Design and Orchestration

Automated Assurance

Network Automation and Orchestration

Digital Infrastructure Strategies

Customer-focused

Digital Experience

Customer Engagement

Monetisation Platforms

AI and Analytics

Digital economy programmes

Digital Economy Strategies

Future Comms

Operator business services and IoT programmes

Large Enterprise Voice and Data Connectivity

Large Enterprise Emerging Service Opportunities

SME Strategies

IoT and M2M Services

IoT Platforms and Technology

SMB ICT channels and forecasts programmes

Cyber Security

Regional markets programmes

Global Telecoms Data

Americas

Asia–Pacific

Middle East and Africa

European Core Forecasts

European Telecoms Market Matrix

European Country Reports

DataHub

~2500 forecast and 250+ historical metrics

Regional results and worldwide totals

Operator historical data

DATAHUB: METRICS COVERING 80+ COUNTRIES AND 540+ OPERATORS

RESEARCH PORTFOLIO

DIGITAL ECONOMY

OPERATOR BUSINESS SERVICES AND IOT

SMB ICT CHANNELS AND FORECASTS

REGIONAL MARKETS

TELECOMS SOFTWARE CONSUMER

FORECASTS AND MARKET SHARES

TELECOMS SOFTWARE NETWORKS

OPERATOR INVESTMENT

CONSUMER SERVICES

analysys mason

Consulting from Analysis Mason

REGULATION AND POLICY

- Policy development and response
- Ex-ante market reviews, remedies, costing …
- Universal Service Obligation (USO)
- Scarce resources: radio spectrum management, auction support, numbering …
- Ex-post/abuse of dominance
- Postal sector

TRANSACTION SUPPORT

- Commercial due diligence
- Technical due diligence
- Mergers and acquisitions (M&As)
- Debt and initial public offerings (IPOs)
- Joint-venture structuring
- Mid-market financial sponsors

STRATEGY AND PLANNING

- Commercial expertise
- Technology optimisation
- New digital frontiers

analysysmason.com/consulting

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.