

RESEARCH FORECAST REPORT

TELECOMS SERVICES FOR ENTERPRISES: CZECH REPUBLIC FORECAST 2017-2022

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About this report

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

It highlights overall enterprise revenue growth for operators in the Czech Republic and identifies the key services that will drive this growth for enterprises of different sizes.

It quantifies the market for fixed and mobile voice and data services, IoT connectivity services, and other business services such as security, co-location and hosting, enterprise mobility and software-as-a-service (SaaS).

The report is based on several sources, including data from operators, the Czech Statistical Office, the Czech Telecommunication Office and from Analysys Mason’s 2017 survey on enterprises’ telecoms and ICT usage.

WHO SHOULD READ THIS REPORT

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

¹ For the complete data set, see Analysys Mason’s [DataHub](#).

REPORT COVERAGE

Geographical	Services ²	
Countries modelled individually: <ul style="list-style-type: none"> ▪ Czech Republic 	Mobile: <ul style="list-style-type: none"> ▪ Voice, messaging and handset data ▪ Mobile broadband ▪ IoT connectivity (mobile and LPWA) Fixed: <ul style="list-style-type: none"> ▪ Narrowband and VoBB ▪ ADSL/SDSL, vDSL, FTTP/B, cable, BFWA, other fixed broadband ▪ Dedicated connections up to 100Mbps, >100Mbps and up to 1Gbps, and >1Gbps ▪ Traditional managed services ▪ IoT connectivity (non-wireless) ▪ Pay TV 	Other business services: <ul style="list-style-type: none"> ▪ Unified communications ▪ Security ▪ Co-location and hosting ▪ Private cloud ▪ Software-as-a-service (SaaS, public cloud) ▪ Platform-as-a-service (PaaS, public cloud) ▪ Infrastructure-as-a-service (IaaS, public cloud) ▪ Enterprise mobility ▪ Desktop management
Enterprise size		
Segments: <ul style="list-style-type: none"> ▪ Micro (0–9 employees) ▪ Small (10–49 employees) ▪ Medium (50–249 employees) ▪ Large (250+ employees) 		

² See service taxonomy in the ‘Forecast methodology and assumptions’ section of this report.

Executive summary: operator enterprise revenue will increase during the forecast period, driven by mobile data, IoT and other business services

Figure 1: Change in telecoms operator retail revenue from enterprises by service type (where red denotes a decrease, and green an increase), Czech Republic, 2017–2022¹

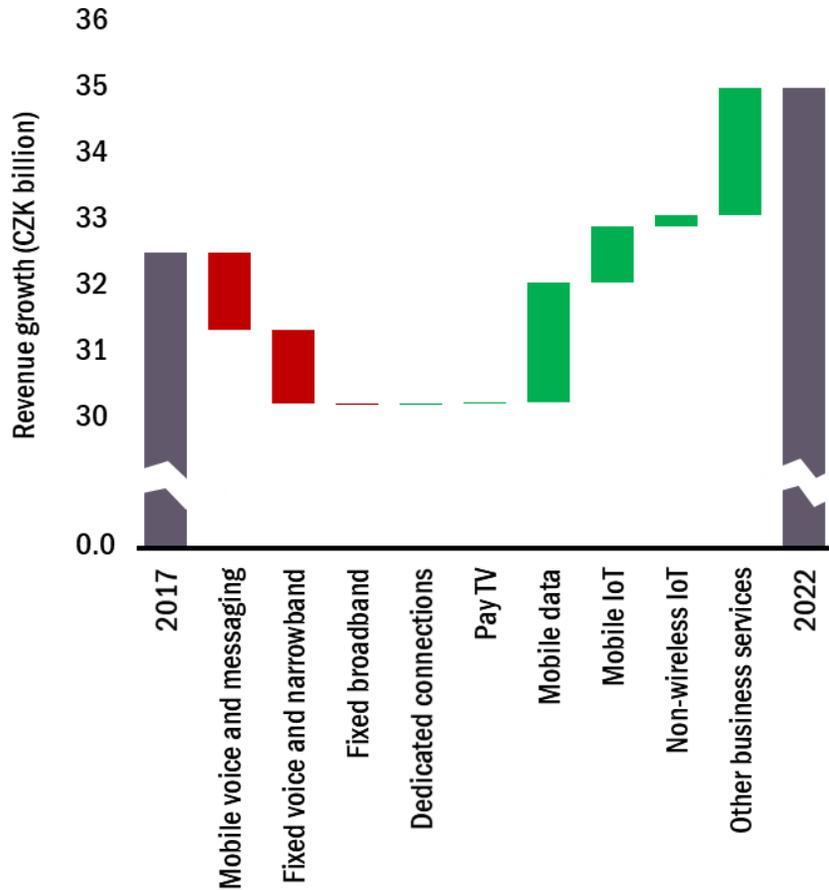
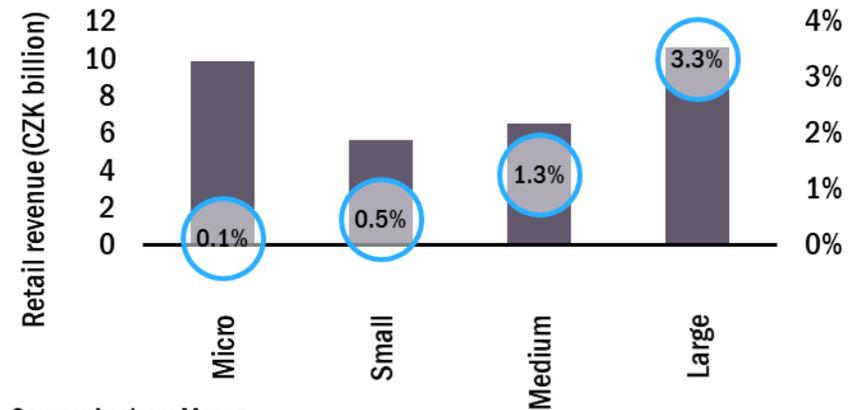


Figure 2: Connections for enterprises and CAGRs by type of connection, Czech Republic, 2017–2022¹

Connection type	Connections (thousand)		CAGR	
	2017	2022	2013–2017	2017–2022
Mobile handsets	3800	4100	2.6%	1.5%
Mobile broadband	400	300	9.5%	-5.6%
Mobile IoT	1000	6600	11.6%	45.9%
Fixed voice	800	600	-1.2%	-5.6%
Fixed broadband	500	510	1.2%	0.4%
Fixed dedicated lines	38	39	0.9%	0.5%
Non-wireless IoT	700	1100	12.0%	9.5%

Figure 3: Telecoms operator retail revenue from enterprises in 2017 and CAGR for 2017–2022 by enterprise size, Czech Republic, 2017¹



Source: Analysys Mason

¹ See Presentation of results in the Methodology section of this report for full definitions of the aggregate categories presented in figures.

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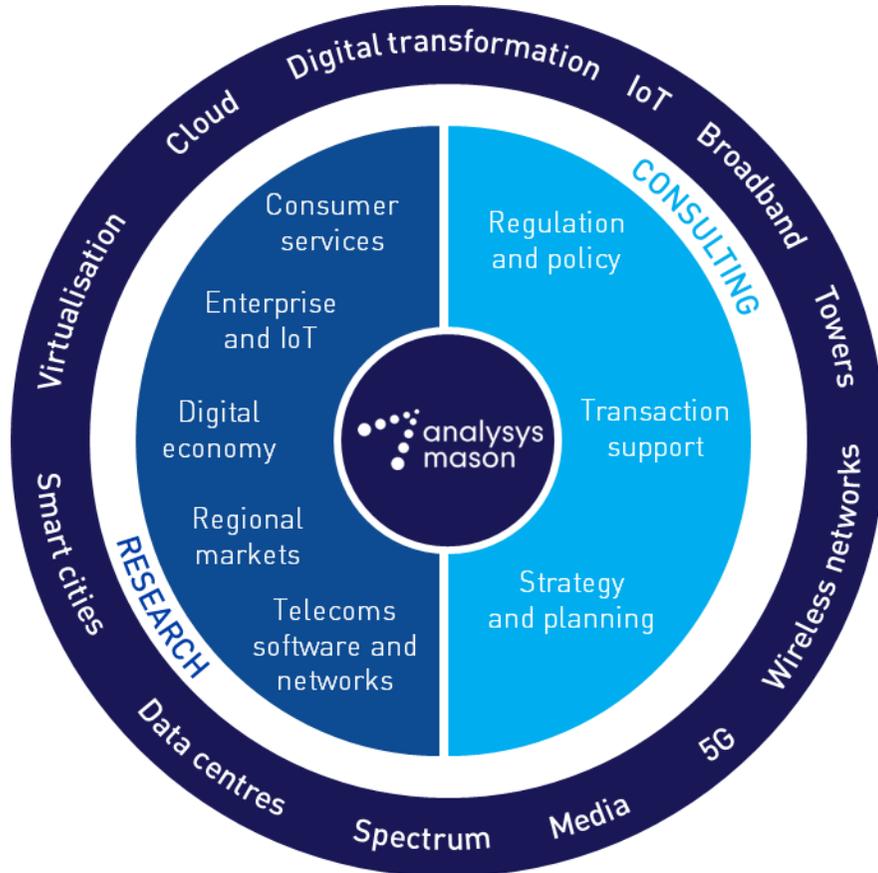
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