RESEARCH

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Operator business services: Germany forecast 2018–2023

Igor Babić

Contents [1/2]

Contents [2/2]

List of figures [1/2]

List of figures [2/2]

About this report

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

The report highlights that operator business services revenue in Germany is expected to grow between 2018 and 2023 and identifies the key drivers behind this trend.

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, private cloud services and software-as-a-service (SaaS).

The report is based on several sources, including data from operators, the Federal Statistical Office of Germany, the Federal Network Agency of Germany and 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 business market.
- Third-party service providers that are seeking collaborative relations with operators.

REPORT COVERAGE

Geographical

Countries modelled individually:

- Germany

Business size

Segments:

- Micro (0–9 employees)
- Small (10–49 employees)
- Medium (50–249 employees)
- Large (250+ employees)

Services[2]

Mobile:

- Voice, messaging and handset data
- Mobile broadband
- IoT connectivity (mobile and LPWA)

Fixed:

- 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
- Pay TV

Other business services:

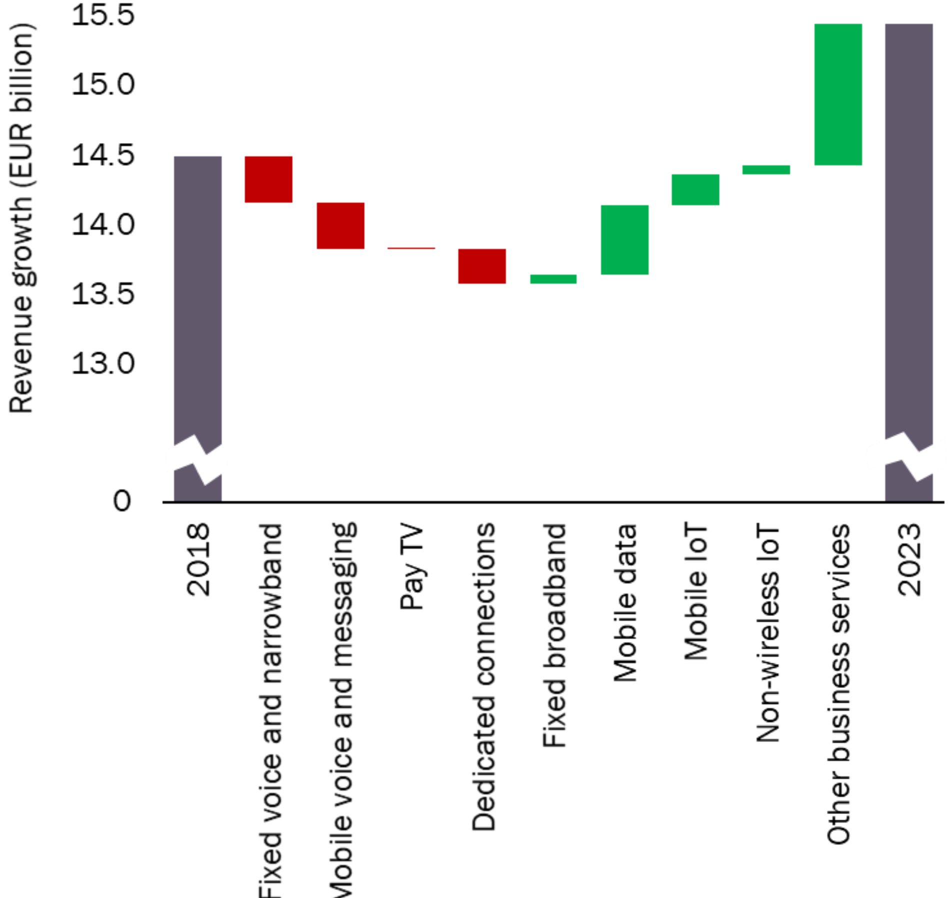
- Unified communications
- Security
- Co-location and hosting
- Private cloud
- Software-as-a-service (SaaS, public cloud)
- Platform-as-a-service (PaaS, public cloud)
- Infrastructure-as-a-service (IaaS, public cloud)
- Enterprise mobility
- Desktop management

[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.

Executive summary: increases in revenue from other business services and mobile data will drive operator enterprise revenue growth between 2018 and 2023

Figure 1: Change in telecoms operator retail revenue from enterprises by service type, Germany, 2018–2023[1, 2]

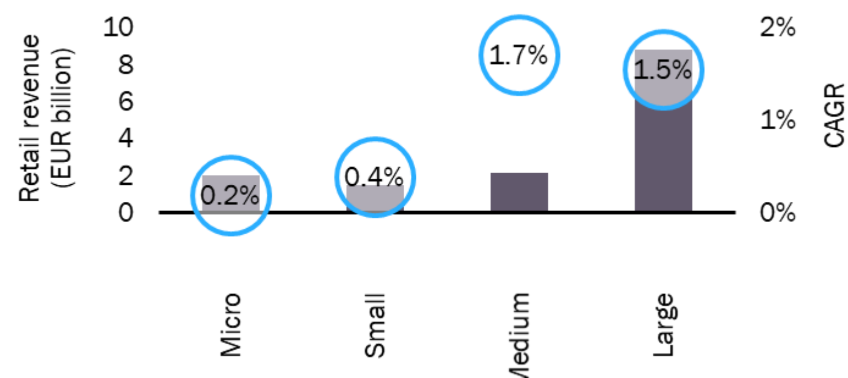


Source: Analysys Mason

Figure 2: Connections for enterprises for 2018 and 2023 and CAGRs for 2014–2023, by type of connection, Germany[2]

Connection type	Connections (thousand)		CAGR	CAGR
	2018	2023	2014–2018	2018–2023
Mobile handsets	19 390	21 060	3.3%	1.7%
Mobile broadband	1 561	1 337	-1.6%	-3.1%
Mobile IoT	15 740	79 810	48.0%	38.4%
Fixed voice	7 610	6 530	-5.2%	-3.0%
Fixed broadband	4 083	4 250	2.0%	0.8%
Fixed dedicated lines	727	716	-0.6%	-0.3%
Non-wireless IoT	14 890	23 400	21.9%	9.5%
Pay TV	480	480	0.3%	0.0%

Figure 3: Telecoms operator retail revenue from enterprises in 2018 and CAGR for 2018–2023 by enterprise size, Germany[2]



Source: Analysys Mason

[1] Red denotes a decrease, and green an increase.

[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.

Contents

About the author

Igor Babić (Research Analyst) is a member of Analysys Mason's *Operator business services and IoT* research practice and is mainly focusing on market forecasting and enterprise research commentaries. Prior to joining Analysys Mason, he completed a BEng in Engineering Business Management at Warwick and an MPhil in Industrial Systems, Manufacture and Management at Cambridge.

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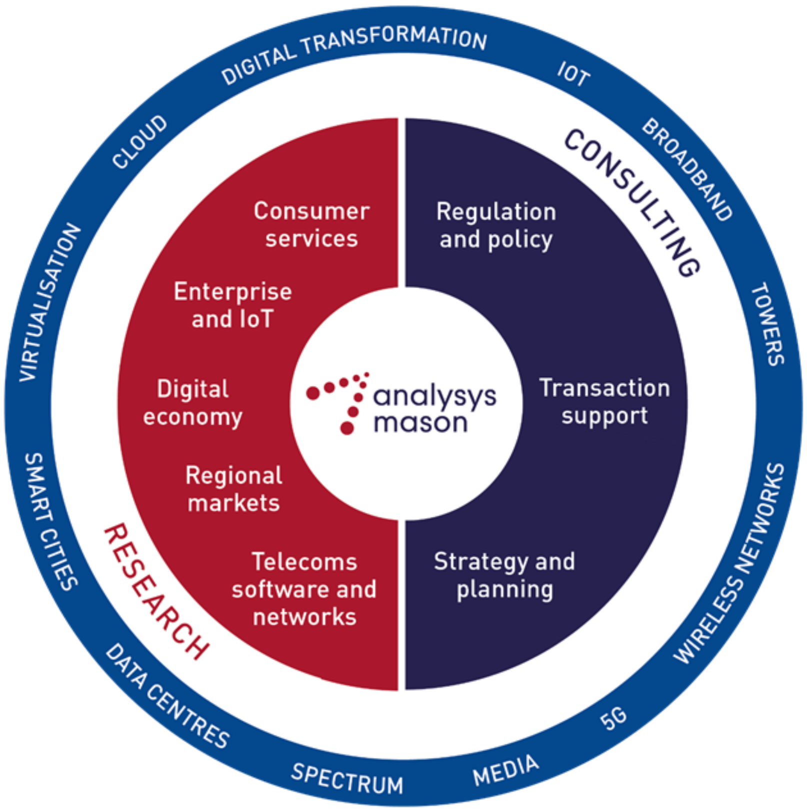

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