RESEARCH FORECAST REPORT

TELECOMS SERVICES FOR ENTERPRISES: HUNGARY FORECAST 2017–2022

IGOR BABIĆ and CATHERINE HAMMOND

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About this report

This report analyses the demand for telecoms services in Hungary 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 that operator enterprise revenue in Hungary will grow during the forecast period 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, enterprise mobility and software-as-a-service (SaaS).

The report is based on several sources, including data from operators, the Hungarian Central Statistical Office, the National Media and Infocommunications Authority 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.

REPORT COVERAGE

Geographical

Countries modelled individually:

- Hungary

Enterprise 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 (non-wireless)
- Pay TV

Other business services:

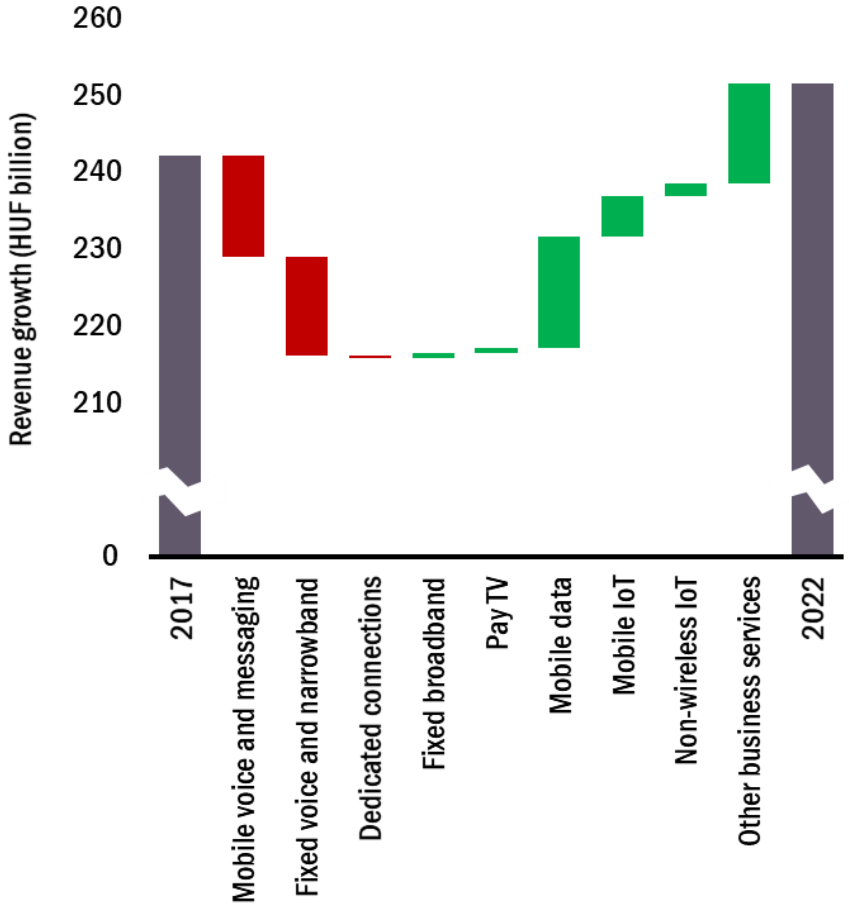
- Unified communications
- Security
- Co-location and hosting
- Private cloud
- Software-as-a-service (SaaS, public cloud)
- Platform-as-a-service (PaaS, public cloud)
- Infrastructure-as-a-service (IaaS, public cloud)
- Enterprise mobility
- Desktop management

[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: operator enterprise revenue will increase, primarily due to growth in mobile data and other business services revenue

Figure 1: Change in telecoms operator retail revenue from enterprises by service type (where red denotes a decrease, and green an increase), Hungary, 2017–2022[1]

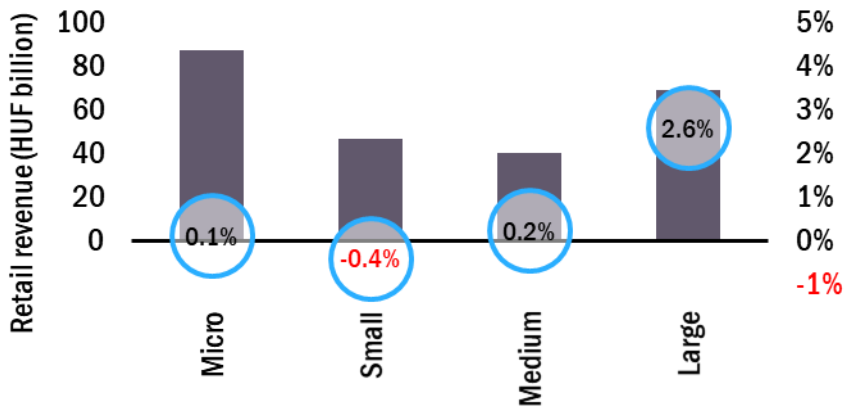


[1] See *Presentation of results* in the Methodology section of this report for full definitions of the aggregate categories presented in figures.

Figure 2: Connections for enterprises and CAGRs by type of connection, Hungary, 2017–2022[1]

Connection type	Connections (thousand)		CAGR	CAGR
	2017	2022	2013–2017	2017–2022
Mobile handsets	2000	2100	2.0%	1.0%
Mobile broadband	300	200	7.9%	–7.8%
Mobile IoT	700	3600	15.3%	38.8%
Fixed voice	700	500	–5.0%	–6.5%
Fixed broadband	320	350	2.2%	1.8%
Fixed dedicated lines	23	24	4.6%	0.9%
Non-wireless IoT	500	800	13.6%	9.9%

Figure 3: Telecoms operator retail revenue from enterprises in 2017 and CAGR for 2017–2022 by enterprise size, Hungary, 2017[1]



Source: Analysys Mason

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About the authors

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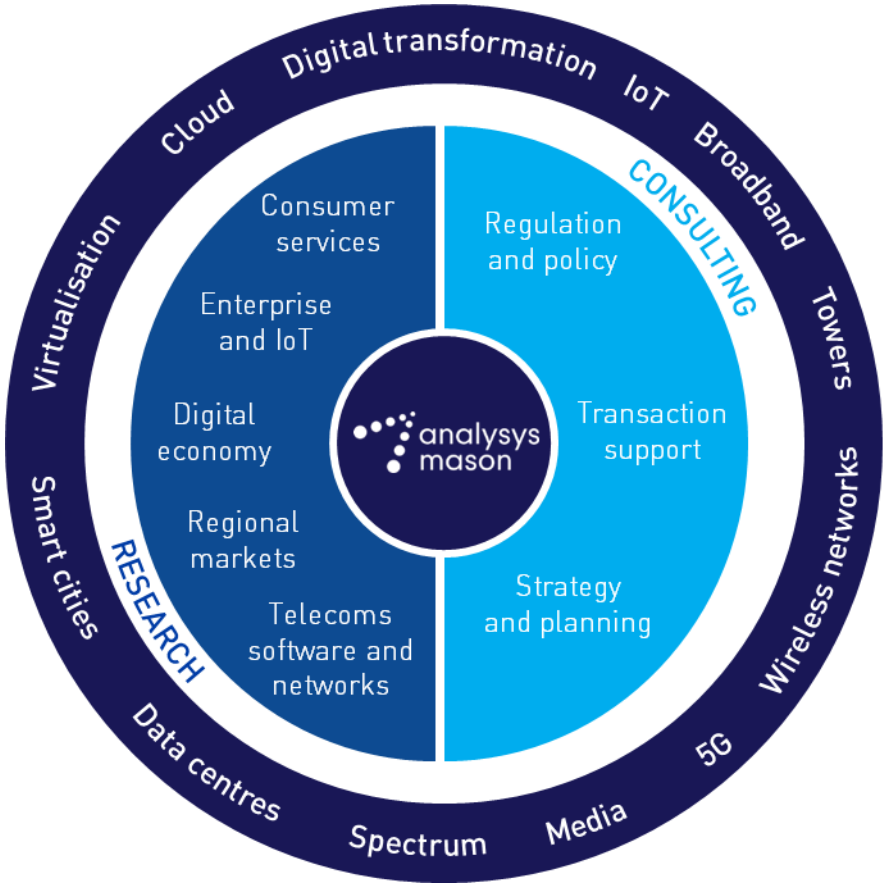

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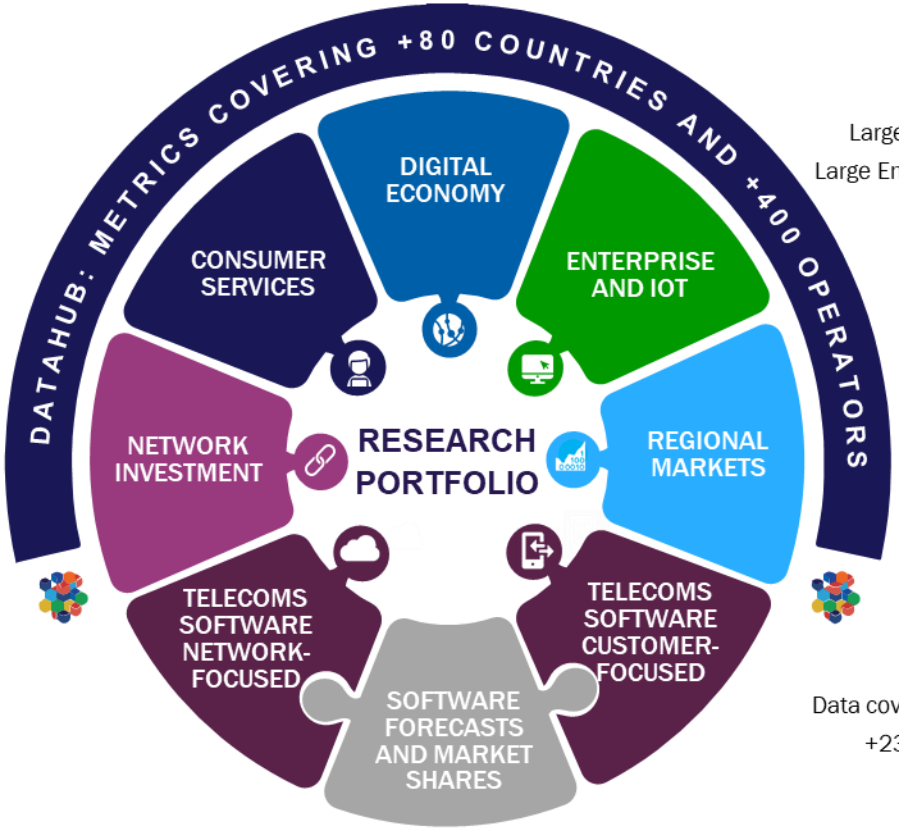

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- European Telecoms Market Matrix
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- +2300 forecast and +250 historical metrics
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