Transaction Service Processing and Telecommunications 2009-2014

www.insight.corp.com/reports/trans09.asp

During the past three decades, telecommunications online transaction processing has evolved from the simple 800 toll free number translation and billed number services (BNS) to a sophisticated, multifaceted array of transaction-based services. Billions of transactions and billions of dollars are processed every day throughout the world by service providers such as AT&T, IDT and Verizon, and "service bureau" companies such as Syniverse, NeuStar, Transaction Network Services (TNS), and VeriSign.

The market for these real–time and near real–time services includes a multitude of industry participants, including wireline and wireless subscribers who use MMS (multimedia messaging service) and SMS (short messaging service), and service providers that offer advanced intelligent networking (AIN).

In this report, Insight covers the common characteristics of the transaction services marketplace and the emerging forces creating and driving this complex business environment, including wireline transactions, wireless voice and data traffic, the growth of global wireless roaming, and the overall increase in processing being fueled by the increasing ubiquity of Internet protocol services and applications in the marketplace.

Mash-Ups in Telecommunications 2009-2014

www.insight-corp.com/reports/mashup09.asp

Mash–ups are increasingly being developed and utilized by both consumer and enterprise users in everyday life. Giving the end user the ability to combine information sources into a useable output enhances the value of information and bolsters a sense of empowerment, and adding telecommunications data such as location, presence, and call control information to a user–generated mash–up also creates new revenue opportunities for telecommunications service providers.

This study reviews how information sources resulting from established standards as well as better data access and connectivity are being coupled with tools and capabilities to enable end-users to design and develop innovative services. Insight explores the various facets of this emerging opportunity and analyzes the leading vendors and the technologies that are creating mash-up capabilities. We also report on prominent service providers that illustrate best practices, and reveal areas of high potential for carriers, including forecasts of mash–up adoption and revenue.

The Global Market for Unified Communications 2009-2014

www.insight-corp.com/reports/unicom09.asp

In this study, Insight provides a global perspective on the software, hardware and services transforming unified communications. To complete a session, current UC solutions exploit all available channels–including email, desk-phones, faxes, instant messaging (IM), private branch exchanges (PBXs), voice/video messages and wireless connectivity. Voice packetization, however, has opened the doors for non-traditional UC solution developers such as Microsoft, IBM and Oracle who are now competing with traditional networking experts such as Cisco and Avaya, which creating a bewildering array of claims and capabilities and stunted marketplace acceptance.

Insight analyzes the strategies of individual platform vendors and looks at how carriers are creating and selling the offers. We also examine the key role of system integrators in implementing the solutions.

Rural Telecommunications: Changes in Markets and Technologies 2009-2014

www.insight-corp.com/reports/rural09.asp

Even though more than twenty-percent of US households are situated in rural areas, can these subscribers expect the same access to broadband-based entertainment, information and commerce services as their urban and suburban counterparts? Is Washington ready to take further actions to push for larger subsidies to rural areas, and will such actions result in a comprehensive broadband deployment policy in under-served rural markets?

WiMAX has already proven to be a boon to under–served areas oversea, but can the same gains be enjoyed in US? Among the rural subscribers' current options–Wi-Fi, DSL, cable, satellite, optical fiber and broadband over power lines–is there any technology or market breakthrough that threatens the status-quo?

Broadband penetration rates are expected to level off in urban areas, but the potential for growth exists in the underserved rural areas. In this study, Insight looks at the residential and business makeup in the rural areas and examines the economics of providing improved broadband services to this large, but too often ignored market.

Streaming Media, IP TV and Broadband Transport: Telecommunications Carriers and Entertainment Services 2009-2014

www.insight-corp.com/reports/IPTV09.asp

Video traffic is exploding as consumers use various types of broadband to access entertainment. In this market research report, Insight examines streaming, IPTV, mobile TV, and other information and entertainment services.

Streaming media demand is causing service providers to increase network capacity in their last mile. In this context, net neutrality remains a key concern among industry players who are loath to see any regulation but want to charge "bandwidth hogs". The business models for streaming, IPTV (Internet protocol television), and other delivery vehicles for digital entertainment have evolved to the point where future trends are clearly evident-but there is still abundant opportunity. New wireless technologies open the door to yet to be defined applications and could create a fourth distribution channel for streaming media.

In this research report, Insight studies the role and many applications of IPTV, streaming 4G wireless systems, and traditional wireless and wired networks. In addition, Insight evaluates the broadband infrastructure, hardware, and software necessary to deliver this service to the market, as well as the end user devices at work in homes and businesses. This research study provides a detailed forecast of the video, IPTV, and streaming media markets–including the applications and markets.

Private Line and Wavelength Services 2009-2014

www.insight-corp.com/reports/pl09.asp

Converged solutions using VoIP and MPLS are driving the demand for local private lines. In addition, we are forecasting continued demand for wireless backhaul. Overall, the market for high speed point-to-point circuits will remain moderately positive through the forecast period. This report also provides an update on the status of new copper technologies and their deployment vis-a-vis the more traditional fiber private line solutions.

Does the demand for bandwidth translate into increasing revenue for private lines? The emergence of nationwide 4G wireless solutions will alter the competitive landscape. Will the 4G rollout lead to a wireless glut similar to the fiber glut in 2001? This report explores the question of how and when the new 4G infrastructures will create a threat to traditional landline private lines.

Private Line & Wavelength Services, 2008-2013 details revenue and circuit counts by carrier type, and defines the split between wholesale and retail sales of T-carrier (T1, T3) and OC-N circuits (OC-3, OC-12, OC-48, OC 192, OC-768), gigabit Ethernet, and wavelength services. Insight's annual study illustrates how carriers and their customers continue to move to higher capacity circuits in order to reap the benefits of lower cost-per-bit transport.

Telecom Services in Vertical Markets 2009-2014

www.insight-corp.com/reports/vert09.asp

Telecom Services in Vertical Markets, 2009-2014, the twelfth market analysis study in this series from Insight Research, quantifies the telecom spending habits of major US industry segments for wired and wireless services.

This report examines wired and wireless spending trends in the general economy and then delves into wired voice and data service spending patterns and wireless spending for specific industry segments, including: healthcare; construction; retail trade; wholesale trade; educational services; financial, insurance, and real estate services; professional business services; hotel and lodging; transportation; communications; utilities; entertainment and media; durable manufacturing; and non-durable manufacturing.

US Hispanic Use of Telecommunications Services 2009-2014

www.insight-corp.com/reports/hisp09.asp

Nearly one out of every three dollars spent on residential telecommunications services in 2007 came from US ethnic communities, so the spending power of the Hispanic-American, African American, and Asian-American communities have become crucial to the survival of telecommunications providers.

In this report, Insight examines spending by US Hispanics on local, long-distance, wireless, and pre-paid services, and compares these spending patterns to the general population and to other minority segments including Asian Americans and African Americans.

Carrier Ethernet Services 2009-2014

www.insight-corp.com/reports/pes09.asp

Ethernet, the protocol that is ubiquitous in enterprise LANs, is offered by service providers as a metro or wide area service. These publicly available Ethernet services have been among the communications market's fastest growing segments, with carriers enjoying revenue growth in the range of 30 percent annually as enterprises large and small opt for these services, which are available over fiber, copper, cable and wireless.

Carrier Ethernet services offer significant advantages in reliablility, cost and simplicity, facilitating convergence-and are touted as a replacement for legacy data solutions like private line and frame relay. This report provides insight into this emerging arena that will fundamentally shape the communications market of the future.

Managed Services in an IP World: New Opportunities for Wireless and Wired Networks 2009-2014

www.insight-corp.com/reports/manserv09.asp

Managed services, traditionally supplied by carriers or systems integrators to support their customer's requirements for complete WAN solutions, are headed into new territory. Whereas managed services used to require separate capabilities for monitoring each voice, data, mobile or video service, convergence based on common IP networks and systems technology will present new opportunities for wireless and wireline providers.

In this study, Insight provides a detailed analysis of the current state of the managed services marketplace: the providers, the technology, and the scope of current service offerings. The study differentiates among four segments of managed services: managed applications, managed data center services, managed LAN services, and managed WAN services.

In addition to the revenue forecasts for these market segments, forecasts are provided for various market subdivisions, including managed IP VPNs, managed security services, managed VoIP, WAN extensions, managed hosting and storage, managed software as a service, and a number of other significant areas within the managed services domain. The report also provides Insight's survey of outsourced disaster recovery and storage management services by vertical industry.

Telecommunications, IT and Healthcare: Wireless Networks, Digital Healthcare, and the Transformation of US Healthcare 2009-2014

www.insight-corp.com/reports/telhlth09.asp

The $2 trillion ecosystem of hospitals, physicians, pharmaceutical companies, and insurance providers that make up the healthcare industry will be spending tens of billions of dollars over the next five years on telecommunications services. Rising healthcare industry costs and a shortage of skilled staff have created a lucrative opportunity for technology and service providers, as hospitals and other front-line healthcare providers look to adopt new technology to lower their operating costs.

Wireless LANs, VoIP deployments, the RFID tagging of patients and hospital assets, as well as extending care to remote patients via telemedicine applications all promise to lower healthcare delivery costs. While the initial deployment analysis for revamped technology suggested long ago an increase in productivity and reduction in healthcare providers operating costs, more recent studies of patient satisfaction, the availability of federal grants, and the upcoming Medicare reimbursement policy for connection charges suggest that in the months and years ahead the healthcare industry is ready to make the commitment to a new generation of networking technology.

This study examines the emergence of techno-healthcare, surveys the rollout plans for a representative number of US hospitals, and forecasts spending for hardware and network services across the healthcare industry.

Cloud Computing and Grid Computing: A Telecommunications Perspective 2009-2014

www.insight-corp.com/reports/cloud09.asp

Cloud and grid computing involve the sharing of computing resources across wide area networks-an area that is expected to drive bandwidth demand in the months ahead. Cloud computing is used to describe the use of computing resources that are somewhere "in the cloud" of the Internet, while grids provide consistent, inexpensive access to shared computational resources that belong to different administrative organizations.

Grids have been in use for years by the scientific community and more recently have been deployed by financial services firms, pharmaceutical companies, heavy manufacturing, and other industries in variety of commercial applications. Among telcom providers, BT, Telefonica, and others already have established grid programs. Cloud computing is a newer concept, but already has converts such as Amazon, with its Elastic Computing Cloud which is making computing resources available as a pay-for service via the Internet, and the Google App Engine, which provides fee-based access to Google's immense server farm.

In *Cloud Computing and Grid Computing: A Telecommunication Perspective, 2009-2014*, Insight Research explores the implications of clouds and grids for the telecommunications industry. This study will examine the technology, the players, and its industry-specific applications, offering segmented forecasts through 2014. In addition to aggregated spending estimates for each technology by four geographic regions, revenue will also be segmented by the sharing organization, and by the type of resource shared.

The 2009 Telecommunications Industry Review: An Anthology of Market Facts and Forecasts

www.insight-corp.com/reports/review09.asp

The 2009 *Telecom Industry Review* summarizes current conditions across the global telecommunications industry, providing analysis of over a dozen infrastructure and service segments. From fundamental background issues to detailed five-year forecasts accompanied by practical strategic advice, this study provides a sweeping examination of the telecom marketplace.

The review provides up-to-date information in such key areas as high-speed access, VoIP, operations support systems, gateways, cable telephony, residential and business communications trends, and new opportunities such as fixed mobile convergence, various IP-based applications delivered as services, and IPTV.

Whether you are an industry veteran or new to telecom, the 2009 *Telecom Industry Review* will serve as a frequently referenced yearbook, supplying hard data and sound analysis on pressing service and equipment issues. Concise, clear, and current, the review is a detailed strategic tool that amasses a year's worth of telecom research-over a dozen segments-into one comprehensive resource.

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Call Insight today to learn how our custom capabilities can assist you. Our custom research clients have recently ben-efited from studies on the following topics:

- Competitive Assessment of Video Services Capabilities *(Large Domestic Carrier)*
- Domestic Private Line Provisioning Intervals *(RBOC)*
- Cloud Computing Analysis *(Overseas Carrier)*
- Market Potential for New Technology *(Start-Up Company)*
- Wireless Intellectual Property Market Evaluation *(State-sponsored R&D Directorate)*
- Analysis of Customer Buying Criteria *(OSS Provider)*
- Wireless Data Wholesale Revenue Opportunity *(International Carrier)*
- Customer Credit Policy Analysis *(Tier1 Service Provider)*
- Wireless Data Project *(Auto Manufacturer)*
- Strategy Planning *(Independent Operating Company)*
- Impacts of IP on SS7 Markets *(Telecom Service Bureau)*
- Analysis of IP Growth Markets *(Carrier's Carrier)*
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Recent Insight Reports

The Future of Telecommunications 2008-2013

www.insight-corp.com/reports/futuretel09.asp

Several factors are creating the need for change in the telecom-munications sector. This report examines what the necessary industry makeover will mean for telcos, mobile operators, ISPs, systems integrators and OEMs, and what they need to do to remain competitive. We analyze the impact of the technology shift on economic growth prospects in developing and developed countries, and the opportunities and risks it represents for service providers and equipment vendors, as well as governments. To understand how the future of networking is being developed today, read this report.

Advertising Enablement: Telecommunications Move to Advertising Supported Offers 2008-2013

www.insight-corp.com/reports/ad09.asp

Most telecommunication service providers have yet to embrace ad-supported services, although much of the Internet, specifically Google, has seen success with the strategy. Insight explores the unique challenges of advertising selection, insertion, presentation, advertising interactivity, and managing the results data. This report examines the entire advertising enablement ecosystem from the vantage of a telecommunication service provider. Leading vendor product profiles, along with examples from prominent service providers, illustrate various approaches and identify best practices. Market forecasts for each domain and each advertising enablement technology are provided.

Telecommunications Subscriber Data Management: Building Customer-Responsive Products and Services 2008-2013

www.insight-corp.com/reports/sdm09.asp

Subscriber Data Management (SDM) consists of tools and procedures that make it possible for service providers to leverage data from a wide variety of internal sources to create customer-centric service and customer-responsive products. This study describes how a customer-centric view-which includes self-provisioning of integrated services and a unified view of customer meta-data-can be leveraged to provide superior customer service. For example, customer-responsive products tuned to unified customer meta-data might include sophisticated policy on what content can be provided where, or how calls are completed based upon presence and past calling patterns.

The Global IP-Based Application Services Market 2008-2013

www.insight-corp.com/reports/ipapps09.asp

Fixed line operators, wireless carriers, ISPs, and new service providers are creating new IP-enabled telecommunications services-services that go well beyond what was offered or could be offered in the PSTN. IP-enabled applications market assessments for each global region are provided within this report for residential video telephony, fixed mobile convergence, file sharing/downloading and MMS services, streaming services, location-based services, and presence-based services.