

Ovum Consulting

How a **major mobile business** used **Ovum's** research to **promote** its image as an **enabler** of national digital economies

When expanding your presence in a new market, it is essential to develop strong local relationships which not only demonstrate commitment to the region, but also show how you intend to help consumers and the local economy.

Ovum recently completed a project with a major international telecoms firm who wanted to develop its presence in MENA. Its preliminary research highlighted that a major challenge was a lack of investment in broadband networks, making its digital services harder for consumers to access.

Our client wanted to position itself as an enabler of national digital economies, and intended to do so at a major trade show in Dubai. It aimed to spark a conversation about digital experience in the region, while encouraging governments and existing service providers to seize the opportunity that investing in broadband would offer.

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Why the client turned to Ovum

We have an extensive pool of resources to carry out market research in the region, an unparalleled knowledge of the broadband market worldwide, and access to key pricing data.



How we helped the client achieve its goal

Through close collaboration with the client, we produced four key deliverables that the firm could present at the trade show in Dubai:

1. **Consumer study:** We identified key factors that define a good experience through the eyes of local consumers to argue the case for improved broadband investment.
2. **Benchmark research:** We then completed an evaluation of national broadband plans and investment in high-quality broadband networks on a country-by-country basis.
3. **Qualitative scorecard:** We produced an unprecedented ranking of 10 MENA countries according to their broadband investment.
4. **Key marketing materials:** We produced a white paper and accompanying presentation to be used as a vehicle to support the message of the need for greater investment in broadband networks.



The impact

Ovum's work allowed the client to present itself as a partner that was keen to enable investment in local broadband. When presenting at the Dubai event, the accompanying presentation created a high level of engagement among attendees, and the white paper was widely consumed, sparking discussions with players in government and at national service providers.

Want to increase your impact?

Speak to Ovum to help raise awareness of your position in the market and build influence with stakeholders.

Ovum Consulting consistently delivers against our clients' project objectives by combining longstanding TMT expertise with the most complete set of industry data

available. With methodologies designed to deliver actionable advice, our clear and independent analyst voice gives credibility to your marketing message.



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