Ovum Research Agenda 2020

Research Themes

Service Provider Markets 2020 research themes

SERVICE PROVIDER STRATEGIES

- 5G service provider strategy, services & market outlook
- Mobile, broadband and TV markets to 2025
- Service launches and innovation by segment
- Market convergence & consolidation
- Service provider strategy and performance benchmarking

AMERICAS

- US service provider consolidation & convergence
- Americas 5G service provider strategy, services & market outlook
- Americas service provider innovation
- Americas service provider digital strategies
- Service provider strategy and performance benchmarking

ASIA

- Asia service provider digital strategies
- Asia 5G service provider strategies, services & market outlook
- Asia enterprise markets
- China is powerhouse of a diverse region
- Service provider strategy and performance benchmarking

EUROPE

- 5G launches in Europe – create your proposition now
- Fixed–mobile convergence and bundling
- Europe service provider innovation
- Europe IoT markets
- Europe market dynamics

MIDDLE EAST AND AFRICA

- MEA service provider digital strategies
- MEA 5G service provider strategies, services & market outlook
- MEA service provider innovation
- MEA market dynamics

REGULATION

- Regulating future networks
- Getting the balance right on OTT
- 5G spectrum a priority in 2020
- A decisive year for digital economy regulation

WHOLESALE

- National wholesale market studies
- Developing wholesale channels and channel partners
- The case for wholesale-only service providers

5G ACCELERATOR

- 5G early learnings and market direction: how to prepare for growth
- Outlook for 5G. Towards vertical and solution-oriented use-cases
- New approaches to network ownership

Consumer and Entertainment 2020 research themes

BROADBAND AND MULTI-PLAY

- Next level pricing models unlock revenue
- Super charged bundles key to locking down the household
- "Mobile-only" doesn't mean bye-bye broadband

COMMUNICATIONS AND SOCIAL

- Mapping the new communications landscape
- The rich new world of A2P communications
- Vendors are the linchpin of the new communications world

CONSUMER TECH

- Quantifying consumer technology
- 5G device ecosystem
- Understanding vendor services' strategy

MEDIA AND ENTERTAINMENT

- Direct-to-consumer video realities
- The promise of M&E super-aggregation
- Innovating with TV and video advertising
- Harnessing the power of video-gaming
- New opportunities for network operators

SMART LIVING

- Understanding smart home dynamics
- Disruptive smart home services
- Developing the future connected home
- The impact of smart speakers on smart home

Enterprise Services 2020 research themes

ADVANCED DIGITAL SERVICES

- The rise of emerging technologies will drive professional services
- The rise of CDOs and other personas
- Business outcome driven to ICT engagements
- Co-investments and co-creation model will become more popular
- Changing delivery models
- The changing competitive dynamics

CUSTOMER ENGAGEMENT

- Creating the connected and adaptive enterprise to deliver differentiated customer experience
- Using AI and machine learning to transform customer data from static to intelligent and actionable
- Enabling the next-generation augmented and highly differentiated customer experience through advancement to the cloud, 5G, and mobile edge
- Understanding the role of the customer engagement platform and strategic approaches to delivery

NETWORK TRANSFORMATION

- Intersection of SD-WAN and virtualization with cloud
- Security and resilience to protect enterprise assets
- Successful service models for virtualization/NFV adoption
- Shift in network architectures to applications-centricity
- The influence of the enterprise channel

SME AND SOHO SERVICES

- Virtualizing the SME
- Architecting the B2B channel

WORKSPACE SERVICES

- Changing workstyles and new buying points
- New models for workspace service provision
- The technologies that will help build a smart workspace
- Differentiating through the workspace user experience
- The enterprise 5G opportunity
- The rise and rise of team collaboration and live meetings

Internet of Things 2020 research coverage

IOT MARKETS AND TECHNOLOGIES

- IoT Technology Impact reports – analysis of technologies impacting IoT opportunities, including LPWAN, 5G use cases, blockchain, AI, and IoT security.

- Forecasts for IoT connections, devices and service revenues - five-year forecasts, 20 countries and eight regions, split by technology and industry vertical

- IoT Enterprise Survey – includes investment plans, technology choices, challenges and drivers, and use cases for enterprises in 15 country markets

IOT COMPETITIVE STRATEGIES

- IoT Strategy Profiles and Comparative Strategy reports - for major IoT service providers and infrastructure vendors

- IoT Enterprise Survey – includes investment plans and supplier choices

- LPWAN Deployment, Service Provider Contract, and Investment Deal trackers – key IoT service provider contracts, platform deals, LPWA deployments and investments

IOT VERTICALS

- IoT Vertical Market Landscape and Market Radar reports - drivers, challenges, main IoT use cases, and evolution paths for major vertical industries.

- Forecasts for IoT connections, devices and service revenues – includes detailed use-case segmentation for four deep-dive verticals (automotive, smart cities, energy and utilities, and consumer + Industrial IoT deep-dive)

- IoT Smart Cities project tracker

Note: All three coverage areas are part of our single IoT research service, which also includes selected cross-published content from Ovum's Consumer and Entertainment > Smart Living research service.

Service Provider Technology 2020 research themes

NETWORK INFRASTRUCTURE AND SOFTWARE

- 5G impact on mobile operator network planning from the radio to the core
- Optical Network Refresh: Core to Capillarity
- FTTx and cable broadband locked into a fight for the home
- The ongoing shift to a virtualized network
- Disaggregated routing applications for cell site backhaul and provider edge

OPTICAL COMPONENTS

- ICPs recasting the industry structure and driving integration
- Maturation and scaling of silicon photonics
- Amplification receiving overdue attention

MEDIA TECHNOLOGY

- Rapid emergence of remote production on IP
- Multiplatform broadcast quality production at scale
- Manage personalized multiscreen user engagement lifecycle at scale

TELECOMS OPERATIONS AND IT

- Successful strategies for telco digital transformation
- Intelligent operations as a source of innovation
- Telco IT strategies to support 5G, IoT, and B2B

IT 2020 research themes

CUSTOMER ENGAGEMENT

- Creating the connected and adaptive enterprise to deliver differentiated customer experience
- Using AI and machine learning to transform customer data from static to intelligent and actionable
- Enabling the next-generation augmented and highly differentiated customer experience
- Understanding the role of the customer engagement platform

DATA AND ENTERPRISE INTELLIGENCE

- Modern databases for the digitally transformed
- Managing the data lifecycle
- Evolving use of Robotic Process Automation higher up the "food chain"
- Evolving toward the citizen data scientist

CYSBERSECURITY ACCELERATOR

- Examining xDR: Integrated, coordinated detection and response architecture covering endpoints, networks, and cloud infrastructure
- DevSecOps: Embedding security into the discipline of DevOps
- Risk-driven security: Prioritizing defenses where needed most
- Next-generation application security: Capabilities combined
- Enabling security and governance for cloud-native capabilities

INFRASTRUCTURE SOLUTIONS

- Defining a cloud strategy
- Adopting cloud-native sustainably
- Evolving use of Robotic Process Automation higher up the "food chain"
- DevSecOps: Embedding security into the discipline of DevOps

ENTERPRISE ICT MANAGEMENT

- Revenue generation and cost reduction within Enterprise ICT
- Practical approaches to 4th Industrial Revolution and Industry 4.0

Enterprise Verticals 2020 research themes

FINANCIAL SERVICES

- Open APIs, digital banking, and disruption
- Delivering enterprise transformation
- IoT Insurance 2.0
- Monetizing the investment in real-time payments
- The opportunities in emerging markets

MEDIA TECHNOLOGY

- Rapid emergence of remote production on IP
- Multiplatform broadcast quality production at scale
- Manage personalized multiscreen user engagement lifecycle at scale

PUBLIC SECTOR

- Delivering a personalised and connected constituent experience
- Best practice in leveraging cloud and AI technologies
- Executive leadership in the digital government era
- Enhancing digital learning through leading-edge technology

TELECOMS OPERATIONS AND IT

- Successful strategies for telco digital transformation
- Intelligent operations as a source of innovation
- Telco IT strategies to support 5G, IoT and B2B

Tractica 2020 research themes

ARTIFICIAL INTELLIGENCE

- Enterprise AI market getting verticalized
- AI platform stacks maturing
- The value of AI beyond an operational efficiency and analytics tool
- The road for AI beyond deep learning and machine learning

ADVANCED COMPUTING

- AI acceleration goes wide and deep
- Multi-disciplinary approaches to compute will be the norm
- Open-source a key theme for future compute

ROBOTICS

- Robotics market expanding into non-traditional applications
- Chinese impact on both supply and demand dynamics for robotics
- Major gap between expectations and capabilities of robots
- Robot programmability getting better but not there yet despite cloud robotics and educational robots

Contact us to learn more

Europe and MEA: +44 7771 980316

Americas: +1 212 652 5335

Asia Pacific: +61 (0)3 960 16700

ovum.informa.com

marketingdepartment@ovum.com