



Middle East Business Network Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Middle East Business Network Services* research helps operators and vendors target the growing enterprise market for telecom services in the Middle East with information on both service demand and the competitive landscape. It identifies the trends playing out in the region and strategies that have succeeded in similar situations. Informed by its deep market expertise and broad telecoms services data, IDC provides insight on market sizes, product and service positioning, infrastructure and network strategy, partnerships and alliances, and business processes. Given the rapid pace of development in the Middle East, the service's agenda is flexible and reacts to the latest competitive, regulatory, and economic developments. In 2011, two new surveys will underpin this research service: the EMEA WAN Manager Survey and EMEA Enterprise Mobility Survey. Both studies poll Middle Eastern corporate ICT managers using methodologies that have been refined for years in other IDC regions. The resulting data will appear in several reports.

Markets and Subjects Analyzed

- Saudi Arabia, Egypt, UAE, Oman, Bahrain, Qatar, Kuwait, Jordan, and Lebanon.
- Communications technology trends and enterprise products
- The increasing presence of global service providers in MENA
- Differing characteristics of large enterprise and SMB markets
- Managed network services
- Conferencing and telepresence
- Cloud offerings by telcos
- IP VPN and enterprise data networks
- Tariffing and value-added services
- Unified communications
- Enterprise mobility

Core Research

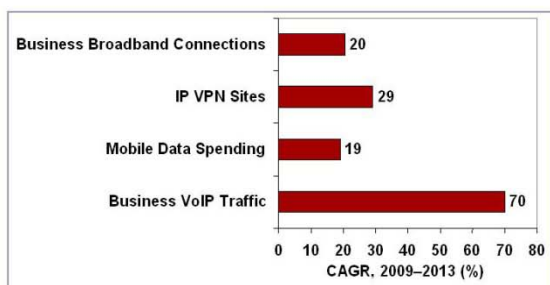
- Middle East Enterprise Network Spending 2011–2015 Forecast
- Enterprise Mobility in the Middle East — An Update
- Middle East VoIP Market 2011–2015 Forecast
- Customer Needs in the Middle East: Highlights of the WAN Manager Survey
- Cloud Services by ME Telcos: Challenges and Opportunities

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Middle East Business Network Services](#).

Key Questions Answered

1. What trends in enterprise telecommunications have the potential to disrupt or create new revenue streams?
2. How can operators leverage managed services (e.g., managed security, hosting, business continuity) to capture new revenue streams in the enterprise market?
3. What are the key applications that public sector organizations seek to mobilize? What are the potential challenges faced by operators in meeting this demand?
4. What are the market prospects in the Middle East for unified communications and conferencing solutions?
5. How can operators prepare solutions for SMBs that support their competitive drive but stay within their budgets?
6. What is the state of enterprise mobility demand in the Middle East?

Guiding Clients Through Competitive Landscape



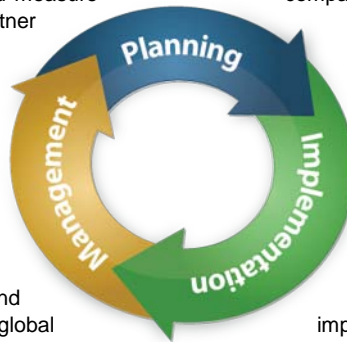
Competitive Analysis

IDC's *Middle East Business Network Services* research identifies the companies succeeding in these fast-moving markets, evaluating the best practices, strengths, and weaknesses of all players in a given segment.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

Consulting: Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of emerging markets and technologies, assess and measure companies large and small. Deliverables range from a custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.



Go-to-Market Services: Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.

Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



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