

**WORLDWIDE TELECOMMUNICATIONS  
MARKETS AND STRATEGIES  
OPTIONS AND FORECASTS TO 2002**

Adapting to change, positioning of telecommunications technology, and managing new product evolution are issues addressed in a new study from WinterGreen Research. Definition of changing market dynamics is a prelude to achieving impact on each telecommunications market segment. Solutions evolved for one segment can be transported to another. Positioning by the top vendors illustrate response to change.

Communications markets continue to evolve. Change impacts every aspect of the telecommunications business. A worldwide need for improved infrastructure is driving telecommunications markets. As the information age dawns, new technology and the standards brought by the Internet are increasing opportunities.

The enterprise depends on both public and private switches and networks to achieve a regional, national, and global reach. Telecommunications equipment providers are benefiting from business demands for reliable telecommunications services, remote access, wireless access, and high speed data connectivity. Consumer demand for telecommunications services is driving demand for equipment in a new manner. Residential markets present a growth opportunity for value added services and Internet connectivity.

The forces of technology, deregulation and investment have converged to create a new, unprecedented era of opportunity for telecommunications equipment vendors. Telecommunications markets are impacted by fundamental changes in product configuration and are worldwide in scope. The steady advance of technology makes possible and affordable communication and information-access services formerly unimaginable or out of reach to all but a few. A sweeping tide of global deregulation stimulates competition. The ability to offer custom solutions implemented with standard equipment represents a key market driving force.

Are you ready for challenges created by market shifts in telecommunications equipment markets? Do you understand the market driving forces? Appropriate response to change depends on a good grasp of the market.

A new study from WinterGreen Research **WORLDWIDE TELECOMMUNICATIONS MARKETS AND STRATEGIES -- OPTIONS AND FORECASTS TO 2002** provides a concise, dynamic presentation of the diverse market forces in global telecommunications markets..

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