

WINTERGREEN RESEARCH, INC.

**Top Ten Telecommunications Companies
Market Strategies, Market Opportunities and
Market Forecasts, 2002 to 2007**

Top Ten Telecommunications Market Assessment



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

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Top Ten Telecommunications Markets,
Telecommunications Market Trends,
Change As a Significant Aspect of Strategic Direction for
Telecommunications,
Future Drivers of the Telecommunication Industry,
Top Ten Telecommunications Summary Market Share
Analysis
MARKET STRATEGIES FORECASTS TO 2007

Top Ten Telecommunication Markets,
Stregnth of Telecommunication Industry Lies in its
Billing System

MARKET STRATEGIES FORECASTS TO 2007

CHECK OUT THESE KEY TOPICS

WIRELESS NETWORKS
TELECOMMUNICATIONS COMPANY CONTRACTS
Top Ten Telecommunication Market Strategies
Top Ten Telecommunication Market Positioning
Top Ten Telecommunication Market Growth Opportunities

Web Services
Multimedia Markets
CONVERGED VOICE AND DATA NETWORKS
WIRELESS NETWORKS
IP TELEPHONY SOLUTIONS
INTERNET TRAFFIC

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Top Ten Telecommunications Market Opportunities, Strategies, and Forecasts, 2002 to 2007

Telecommunications markets promise to rebound with incumbent service providers holding on to market share. Revenue from voice services drives markets. Competitive access providers will not achieve significant market penetration. Long distance revenues are being changed dramatically.

Change is the single most significant aspect of strategic direction for telecommunications markets. In considering strategic choices, companies need to respond to change in markets. Telecommunications markets are in the midst of deep and profound change.

Technology pursued for its own sake and buried in labs is not useful in the market. The future drivers of the telecommunications industry include products that support network integration, support a services led business model, support the Internet, and support network based computing that integrates voice, video, and data.

Telecommunications equipment shipment forecasts indicate that equipment markets at \$204.8 billion in 2001 are expected to reach \$344.1 billion by 2007.

Companies Profiled

Market Leaders

**Alcatel
Avaya
Cisco Systems
Ericsson
Fujitsu
Lucent Technologies
Motorola
NEC
Nokia
Nortel
Siemens**

Top Ten Telecommunications Market Strategies and Forecasts, 2002-2007

REPORT METHODOLOGY

THIS IS THE HUNDRED AND THIRTY-FIRST REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

YOU MUST HAVE THIS STUDY

**Top Ten Telecommunications Market Opportunities,
Strategies, and Forecasts,
2002 to 2007**

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TOP TEN TELECOMMUNICATION COMPANY MARKET SHARES AND MARKET FORECASTS

TOP TEN TELECOMMUNICATION PRODUCT DESCRIPTION

TOP TEN TELECOMMUNICATION EQUIPMENT COMPANY PROFILES

ABOUT THE COMPANY

WINTERGREEN RESEARCH, FOUNDED IN 1985, PROVIDES STRATEGIC MARKET ASSESSMENTS IN TELECOMMUNICATIONS, COMMUNICATIONS EQUIPMENT, HEALTH CARE, AND ADVANCED COMPUTER TECHNOLOGY. INDUSTRY REPORTS FOCUS ON OPPORTUNITIES THAT WILL EXPAND EXISTING MARKETS OR DEVELOP MAJOR NEW MARKETS. THE REPORTS ASSESS NEW PRODUCT AND SERVICE POSITIONING STRATEGIES, NEW AND EVOLVING TECHNOLOGIES, AND TECHNOLOGICAL IMPACT ON PRODUCTS, SERVICES, AND MARKETS. MARKET SHARES ARE PROVIDED. LEADING MARKET PARTICIPANTS ARE PROFILED, AND THEIR MARKETING STRATEGIES, ACQUISITIONS, AND STRATEGIC ALLIANCES ARE DISCUSSED. THE PRINCIPALS OF WINTERGREEN RESEARCH HAVE BEEN INVOLVED IN ANALYSIS AND FORECASTING OF INTERNATIONAL BUSINESS OPPORTUNITIES IN TELECOMMUNICATIONS AND ADVANCED COMPUTER TECHNOLOGY MARKETS FOR OVER 30 YEARS.

ABOUT THE PRINCIPAL AUTHORS

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