

# Expanding Core Business Strategically through Insights on Adjacent Markets

How a leading communications services provider expanded beyond telecom

## SITUATION

A leading Asia/Pacific communication services provider (CSP) needed a deep understanding of its current Australia and New Zealand ICT market opportunities. The interest ranged from its core telecom services, mobility, and Internet of Things (IoT) businesses to the adjacent opportunities in the IT market across hardware, software, professional services, and managed services as it aims to diversify revenue sources.

The CSP needed custom research to determine where to focus their sales, marketing, and operational resources across key ICT products, customer segments, industries, and states.

## SOLUTION

IDC analysts across multiple domains worked together to provide a five-year revenue forecast for approximately 60 ICT solution categories and sub-categories.

The comprehensive and cohesive analyses covered critical and emerging domains such as telecom fixed line, mobility, IoT, customer contact centers, networking, cybersecurity, and UC&C.

## RESULTS

- Reliable annual market forecast and growth rates for TAM estimates.
- Insightful qualitative analysis and industry trends to support strategy planning.
- Detailed industry and customer segmentation for more optimal prioritization and resource allocation.

## ABOUT IDC

IDC is the premier global intelligence, data and events provider for the IT, telecom, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

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