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edition !

Telecommunications services for business and carrier segment in Poland 2011

Development forecasts for 2012-2015

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Word from the author



The market of telecommunications services for businesses is without a doubt the most profitable segment of the telecom market from the point of view of profit margins. Enterprises generate relatively highest ARPU for operators, it is therefore no surprise that the competition on the market is fierce. As recipients, firms are very different from households – in terms of offer, level of outlays, as well as the range and parameters of ordered services.

Interestingly, even determining such a basic variable as the number of companies active in Poland in individual employment categories, i.e. the market potential, is a challenge to be reckoned with when analysing the market of telecom services for business. On the other hand, the business segment in itself is very diverse and heterogeneous. It is not only impossible to compare the telecommunications services used by large companies and microfirms, but even within one employment group enterprises may have entirely different ICT needs.

Paweł Olszynka, IT&Telecoms Head Analyst

Report description

The report contains an analysis of the business market and the market of operator services, divided into segments – landline telephony, mobile telephony and the DLISP market (leased lines, data transmission and Internet access). The report comprises two main parts describing separately the business market and the wholesale market in the above-mentioned segments of the telecommunications market. It also discusses consumer trends on the telecom market for enterprises. Data presented in the report refers also to 2011.

Key topics

- The value and dynamic of the business market of landline telephony, including VoIP. Structure of the market in terms of local, international and F2M calls.
- Value and dynamic of the business market of mobile telephony, detailing voice and data transmission services, as well as MVNO hosting.
- Value and change for the wholesale market, including initiating and terminating calls, in both landline and mobile telephony, as well as peering and IP transit services.
- Key players on the telecom market in Poland offering services for business and operating on the wholesale market (profiles).

What questions does the report answer?

- What is the value and change of the market of telecommunications services for businesses?
- What revenues from telecom services do operators achieve on the wholesale market?
- What are the key trends impacting the market?
- What is the size of investment of individual operators in the recent years and what do operators put most emphasis on?
- What services do telecom operators offer in the business and wholesale segments?
- What legal regulations influence the activity of the wholesale telecommunications market?
- What are the development forecasts in Poland for the business and wholesale segments until 2015?

Report's strengths:

- The first edition of the report contains comprehensive overview of both the business and wholesale segment, with particular emphasis on the services offered on the market.
- Data collected from multiple sources.
- The report takes into account key telecom businesses operating on both the business market and in the segment of operator services.
- A huge asset is the coverage of the entire business and wholesale market divided into individual segments, allowing a free comparison and assessment of the market, including the impact its individual branches have on its activity.
- Thorough and reliable forecasts for the values of individual market segments.

Prices:

Language / Licence	Single	5 Users	Corporate	Global
English/Polish	2000€	3000€	4000€	5000€
English and Polish	2800€	4200€	5600€	7000€

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