



PMR Industry Report

The 6th edition

Telecommunications services for business and carrier segment in Poland 2017

Market analysis and development forecasts for 2017-2022

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If you are interested in the PMR report or deepening of selected segments or additional expertise on the ICT market, I invite you to contact our consultants.



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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market
- Report covers the **financial and operational performance** and the most important events and plans related to the activity on the B2B market.

What is the content of the report?

- The value of the market and its different elements (2009-2016) together with detailed growth forecasts (2017-2022) – figures are always accompanied by analytical commentary
- For key components volumes have been presented, concerning not only the number of subscribers or the revenue generated in the most important segments of the business and wholesale telecommunications services market (mobile and fixed-line voice services, access services, interconnection charges) but also more detailed structures, including for example:
 - the market of **VoIP services for the B2B segment**
 - the market of internet access services broken down into different enterprise categories (micro, small, medium-sized and large companies)
 - the market of internet access services broken down into different technologies (e.g. optical fibres, copper lines, cable networks, radio and satellite links)
 - retail and wholesale line rental services
 - transit services, domestic roaming and cooperation with **MVNOs**
- Mobile telephony services for enterprises – including **KPIs** on the number of SIM cards used now by companies of different sizes, broken down into cards used for mobile data transmission and for machine-to-machine (**M2M**) communication.
- **Profiles of telecommunications services** for enterprises and carriers in Poland – including e.g. their key financial indicators, scope of business, offering in the B2B segment and on the wholesale market, current developments, clients, plans.
- Supplements and appendixes going beyond the carrier segment but covering essential elements of the ecosystem of telecommunication solutions for business, e.g. the PBX (PABX) market or tenders for telecommunications hardware and services.
- PMR's estimates regarding the number of enterprises active in Poland, broken down into micro (0-9 staff), small (10-49), medium-sized (50-249) and large (250+) firms, based on ZUS data on the number of companies actually paying contributions.
- Buying this report you also gain access to a database of Polish suppliers of telecommunications services for the business and carrier segments:
 - **Internet access services for companies** of all types and sizes in Poland
 - **Mobile data transmission services**
 - **Fixed-line telephony services** for enterprises active in Poland
 - **Line rental services** – retail and wholesale as well as data transmission services
 - **Wholesale telecommunications, traffic termination and exchange and IP transit services.**

5 Reasons to choose PMR

- 1 The report is the only professional compendium of knowledge available on the Polish market that covers the sector of telecommunications services for businesses and carriers.
- 2 It analyses the market in terms of volume and value, using the bottom-up method
- 3 The report presents detailed forecasts broken down into different market segments, for the short (2017), medium (2018-2019) and long term (2020-2022).
- 4 Modelling in which quantitative methods and advanced statistical analysis tools were used made it possible to translate the knowledge of the experts included in PMR's ICT market team into even more precise data and KPIs.
- 5 Many years of experience in macroeconomic analyses was utilised – e.g. for the realistic assessment of the actual number of enterprises active on the Polish market in different size categories, which is of paramount importance when discussing the demand side of the market.



Who benefits from the PMR report?

The report is intended first of all for higher-level managers, sales, marketing and business development directors working for:

- Fixed-line and mobile telephony operators and internet service providers
- Companies specialising in infrastructure and optical fibre rental as well as data transmission services
- Commercial data centres
- Cable networks that develop, beyond the mass market, dedicated services for the B2B segment
- Suppliers of telecommunications, network and IT hardware
- Organisations from beyond the ICT sector cooperating with telecommunications companies
- BI, research and consulting companies dealing with the telecommunications market
- Finance institutions, private equity funds and banks involved and investing in the telecommunications sector.

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