



**Subscription Description:** This subscription service looks at the broader communications requirements of US Businesses, aimed at providing a holistic picture of business communications spending and requirements. Clients can expect to receive detailed market forecasts and statistics on business expenditures on wireline and wireless, voice, data and equipment, as well as on-going analyst insights on key trends impacting business telecommunications in the coming years. Clients can also expect to receive regular commentary of key events in the business telecommunication landscape, particularly updates on the impact of major merger activity in the sector, as well as primary research on business preferences, brand awareness and requirements for telecom. Market data and insights are provided for the entire US Business market, with some Size of Business detail for market forecasts. Clients seeking additional Size of Business or vertical industry detail can receive it by purchasing additional "Directional Add-on" subscriptions to Business Telecom.

**PRICE:** US \$20,000 for 12-month Corporate-wide Access

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**Key Topical Areas Include:**

The New US Telecom Market  
Positioning for Mobility Services  
Forecast-nomics Series  
Primary Research of Brand Preferences  
Primary Research on Managed Offerings  
Dynamics/Insights in Telecom Services  
Dynamics/Insights in Business Wireless  
Research Wireline/Wireless Integration  
Primary Research of IP Convergence  
Research of Telephony Decision-Makers  
Business Wireline Voice Spend  
Business Wireline Equipment Spend  
Business Wireless Voice Spend by Vertical  
Business Wireless Equipment Spend  
AT&T SMB Strategy  
DSL and Content Solutions  
Mobility  
Preferred Providers

Microsoft Telecom Strategy  
AT&T Fixed Wireless Strategy  
Phone Sects and Growth Areas  
Quality vs. Quantity-Large Carrier Trends  
Earnings Reports: AT&T and Google  
Global Broadband Trends  
Verizon/MCI Merger  
Alltel/Valor Merger  
New Edge Networks/EarthLink Merger  
Branch Office Demographics  
Influencers/Challenges in Business Telecom  
Brand Reach/Preferred Provider in Telecom  
Business Telecom Spend by Category  
Business Telecom Spend by Size of Business  
Business Wireless Data Spend  
Business Wireless Voice Spend  
Business Wireline Data Spend