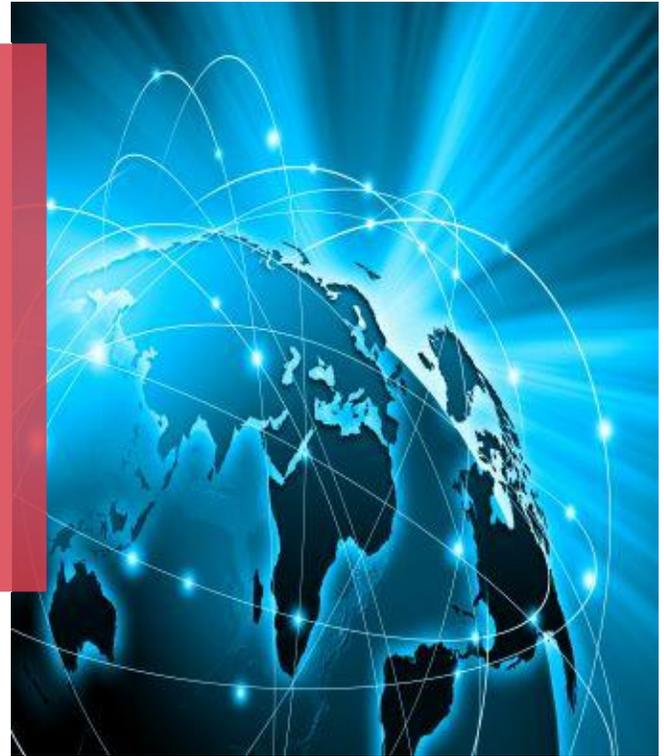


Ongoing strategic market intelligence



For a leading global telecom network infrastructure provider



Business need

- The client was looking for a research partner to conduct a strategic situation analysis in its key markets - South East Asia, Oceania and India
- To understand overall market dynamics and activities of other leading telecom operators in these markets
- To assess its current market position with respect to its competitors and its preparedness to respond to emerging market challenges and opportunities

To assess its current market position and preparedness to respond to emerging market challenges and opportunities.

The client outlined two key reasons for selecting RocSearch:

- Our ability to deploy customised teams with the necessary skills
- Our proven TMT¹ capabilities and flexible client-centric engagement models

1. Technology Media Telecom

Approach and Methodology

- RocSearch has a full-time engagement (FTE) with the client, where we follow a streamlined and interactive approach for preparing periodic operator and market reports for them.
- The operator reports include a half-yearly performance & strategy analysis of each of the 14 telecom operators in the relevant markets.
 - We chart out a detailed release calendar of the operator's financial results at the start of the year and prioritise all deliverables in collaboration with the client.
 - The reports cover in-depth insights on their financial performance, operating performance and key strategic themes including the latest developments revolving around these themes.
- Our quarterly market reports cover market trends and dynamics for each of the 5 countries in the region.

We analyse each country's industry trends, regulatory updates, key players, upcoming market behaviour, strategic themes and technology rollout impacting the industry.

- Highlight key aspects related to market developments, macroenvironment and implications for the client, recent mergers and acquisitions (M&As), partnerships and market expansions.
- Leverage strategic frameworks and financial ratio analysis techniques to decipher 'so-what's', synthesise our analysis across key sections of the report and present key insights related to the company, follow up from historical strategic initiatives, analyst forecasts and their impact on client strategy.

Business outcomes

- Periodic market reports providing updates on market area dynamics and insights to evolve services in response to market expectations
- Operator reports leveraged by client's strategy team to track/benchmark the financial and operational performance of key operators
- Insights on initiatives of key players around trending themes such as enhancing data network, improving customer retention, enhancing digital landscape, technology convergence, and cyber security

The client leverages these insights to stay updated on market dynamics and operator performance, to evolve its services, formulate its go-to-market strategies and stay ahead of the competition.

About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

www.rocsearch.com



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