



Packet Optical Transport Value Proposition

The overall optical market is over \$12 billion, with the packet transport segment becoming the fastest growing segment in the entire market. Contributing to the growth is the enterprise and content provider segments, which together amount to over 20 percent of the market. The Telco, wireless and MSO segments make up the rest.

ACG’s Packet Optical Transport research service provides independent qualitative analysis, quantitative data, and expertise to help you and your organization make key decisions about product development, pricing, market entry strategies, and competitive positioning.

Strategic Planning

ACG assists organizations with developing their strategic plans for optical and packet product integration, identifying new business models and establishing go-to-market strategies. These services consist of executive presentations, market share landscape reviews, scenario impact modeling, presentations for operators on market trends, and Market Impact

POT Services

- **Market Research:** Custom, specific reports and white papers on technologies, architectures and technological trends.
- **Custom Projects:** Custom projects and programs such as operator surveys or special research.
- **Market Impact** reports on your technology or product announcement
- **Strategic Planning Services:** Workshops starting at \$10,000.

reports that cover technological shifts and market changes.

Packet Optical Transport Business Workshop

Description: One-day high-level overview on packet transport that provides a detailed picture of the optical and IP ecosystem, market drivers and challenges through the identification of specific packet transport technologies that could potentially benefit your organization.

Goal: Increase revenue and internal knowledge on packet transport and industry practices.

Topics:

- Packet optical transport defined and described
- Reality, drivers and risks of merging IP and optics
- Architectural models and their respective pros and cons
- Vendor visions, strategy and competitive assessment
- Company competitive analysis and industry best practices
- Business and technical dependencies assessment
- Strategic roadmap of potential opportunities
- Survey operators worldwide on specific issues and topics

Market Research Services

These services provide an overview of the market (drivers, challenges and key players) and a detailed understanding of packet transport technologies and solutions. We also examine industry best practices and case studies.

1. Packet Optical Transport Market Share Reports

This module provides four reports on the optical networking market, delivers a detailed analysis of the drivers, challenges and trends that the industry is facing and a map of the key players by market segments. These reports can also be customized to your needs.

2. Technology Watch

This biannual report monitors and targets a specific technology or architecture in the packet transport market.

3. Industry Best Practices

This report tracks the best IP and optics convergence practices that have been implemented to date. You can use this report to increase your business efficiency or to generate new business models by delivering packet transport products to your customers.



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Why Packet Optical Transport with ACG Research?

- Globally respected analyst dedicated to each service; our analysts are experts in their segments, not backend administrators without field knowledge. ACG's analysts have multiple areas of expertise and are able to address technology, strategy, business issues, and key executive issues in the service provider space.
- ACG has worked with service providers in the industry to promote innovative strategy and vision for its largest customers worldwide.
- ACG has several key relationships with and is well respected by major Wall Street financial firms.
- ACG's main focus is on the service provider space, and because of this focus we provide penetrating value.
- Customer service is ACG's top priority and we value your business. We are a responsive team that provides timely answers and solutions.

4. Market Impact Reports

Based on a predefined subject, the Market Impact report will increase your awareness and visibility of products, protocols, solutions, architectures or new services. In addition to our website traffic and our broad reach through our channel, we leverage our extended list of service providers and Wall Street associates to enhance their information awareness.

5. Sponsored Case Studies or White Papers

We bring our expertise and skills to create compelling and relevant operator case studies or technological white papers. These case studies are a must-have sales and PR tool.

Service Package Includes:

- Market Share Reports (Quarterly)
- Forecast Analysis (Biannual)
- Market Impact reports; as the news hits the wire
- Survey results

Custom Services

Select any of the following and we will quote a price to meet your unique business needs as these customize option are a beneficial addition to your sales tool kit.

- White paper
- Market Impact for product launch
- Video for product launch
- Market and messaging analysis
- Custom research projects based on your specific needs
- Sales assessment and recommendation

Eve Griliches, Managing Partner for ACG Research's Packet Optical Transport business, offers a comprehensive service program consisting traditional modules, including strategies and go-to-market processes based on the industry's best practices.

For more information about ACG Research's Packet Optical Transport service click here www.acgresearch.net or contact Eve Griliches at egriliches@acgresearch.net.

ACG focuses on providing market analysis and consulting to help service providers and vendors monetize their existing infrastructures and increase operational efficiency and profitability. Through ROI and TCO analysis, product and service message testing, and business model review, reports and forecasts, ACG gives you strategic and tactical advice, services and products, and timely answers so that you can better understand market dynamics and grow your telecom.

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