

Accurate. Objective. Proven.



Research and analysis you can rely on.

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CORPORATE PROFILE

"Infonetics Research provides the best consulting in the industry for corporate and product positioning. Their analysts have their fingers on the pulse of new and emerging markets, with both a global perspective and in-depth knowledge of individual companies. They apply this awareness to a broad range of market segments—IP networks, VPNs, IP telephony, wireless LANs, optical networks, service provider strategies, etc.—based on the strength of their corporate, carrier, and manufacturer research."

John Burnham, Vice President of Marketing, Brix Networks

WHAT WE DO

Infonetics Research (www.infonetics.com) is the premier international market research and consulting firm specializing in data networking and telecom. We provide a complete view of the market through constant interaction with equipment manufacturers, service providers, end-users, chip and component manufacturers, sales channels, and the financial community. We offer quarterly market share and forecasting, end-user survey research, service provider survey research, and service provider capex analysis. We are respected in the industry for being objective and accurate and for delivering on time all the time.

SERVICES

- Market Share, Market Size & Forecasts
- End-User & Service Provider Survey Research
- Service Provider Capex Analysis & Forecasts
- Consulting, Retainers & Quick Consults
- Webinar, Conference & Event Speaking
- Custom Demand-Side & Brand Market Research
- Custom Market Size & Forecasts
- Technology & White Papers
- Competitive Analysis & Due Diligence

COVERAGE AREAS

Our research services focus on critical infrastructure and emerging technologies in 8 targeted areas:

- Broadband & IPTV
- Enterprise Voice & Data
- Network Security
- Service Provider Capex
- Service Provider Optical, Metro E, Routing & Switching
- Service Provider VoIP, IMS & FMC
- Total Telecom & Datacom
- Wireless & FMC

WHAT SETS US APART

- Unbiased supply-side and demand-side research
- Proven market research methodology and statistical expertise
- Strong coverage of service provider, enterprise, and consumer markets
- Broad coverage of telecom and datacom
- Comprehensive regional coverage
- Long analyst tenure (current average is 7 years) combined with strong industry experience (average 15 years)
- Complete view of the market:
 - End-users
 - Service providers
 - Product manufacturers
 - Chip and component manufacturers
 - Investment community
 - Channels

METHODOLOGY

Infonetics Research's time-tested methodology is the key to the quality and accuracy of our research. We verify our supply-side research, which is based on briefings and interviews with product manufacturers and their customers, with our demand-side research, which is based on interviews with end-users and service providers. These checks and balances combined with working with all players in the industry give us a thorough, accurate picture of the entire market.

Our **demand-side** survey research services are founded on proven questionnaire design, interviewing techniques, statistical analysis, and writing processes that provide the analytical depth and strategic perspectives that customers rely on to be successful.

Our **supply-side** market share, size, and forecast services are based on the most thorough validation processes in the industry, resulting in accurate, reliable forecasts and market data that customers depend on to make critical business and marketing decisions.

OUR VIEW OF THE MARKET

Our constant interactions with all sides of the market—end-users, service providers, product manufacturers, chip and component manufacturers, the investment community, and sales channels—give us a complete picture of the telecom and data networking market, the foundation for our accurate, reliable research.

END-USERS

We conduct thousands of in-depth interviews every year with purchase decision-makers such as Network Managers, IT Directors, Systems Management and Engineering Managers, and General Managers about:

- Buying trends and the purchase process
- Drivers and barriers
- Technology preferences
- Expenditures and investment plans
- Manufacturer and service provider preferences

PRODUCT MANUFACTURERS

We conduct hundreds of briefings with manufacturers every quarter to:

- Understand product offerings and roadmaps, company positioning, and future strategy
- Count and verify shipment and revenue numbers

INVESTMENT COMMUNITY

We work closely with VCs, investment bankers, and financial analysts on a regular basis to:

- Assess business cases of private companies
- Discuss the market outlook for public companies
- Discuss investment trends in networking technology

SERVICE PROVIDERS

We conduct hundreds of briefings and in-depth phone interviews every year with purchase decision-makers such as CTOs, Chief Network Architects, Engineering VPs, Product Managers, and Marketing Executives about:

- Network deployment plans, architecture, and service offerings
- Positioning and strategic direction
- Capital expenditures and investment plans
- Manufacturer and technology preferences

CHIP AND COMPONENT MANUFACTURERS

We conduct briefings with chip and component manufacturers about:

- Market size
- Shipment volume and trends
- New products that will affect pricing and integration

CHANNEL

We interview key companies in the sales channel (VARs, major resellers, service providers) to:

- Validate manufacturer-reported shipments
- Investigate trends

ANALYST VISIBILITY

Our analysts are among the most respected, experienced, and quoted in the industry. Each of our analysts has strong technical and market knowledge and is able to provide clients with honest, unbiased opinions backed by empirical data. Through strong relationships with trade and business press, year-round event and webinar speaking, and regular contributions to publications around the globe, our analysts are recognized experts with strong visibility and credibility.

PRESS COVERAGE

Our analysts were quoted more than 1,200 unique times* in publications worldwide in 2005–2006, including:

- ABC News
- BCR
- Boston Business Journal
- BusinessWeek
- CBS Marketwatch
- CNET
- CNBC TV
- CNN
- The Daily Deal
- Financial Times
- Forbes
- Fortune
- InfoWorld
- Investor's Business Daily
- IPTV Industry
- Light Reading
- Network World
- New York Times
- Red Herring
- Reuters
- San Francisco Chronicle
- San Jose Mercury News
- TelecomAsia
- Telecommunications
- The UK Register
- VoIP Magazine
- Wall Street Journal
- Washington Times
- Wireless Week
- X-Change Magazine

SPEAKING EXPERIENCE

Our analysts develop content for, chair, and speak at conferences and events around the world throughout the year, including:

- 21C Communications World Forum
- Broadband World Forum Asia & Europe
- Carrier Ethernet World
- GLOBALCOMM
- IMS Evolution Summit
- NetEvents Asia Pacific & Europe
- Network Ventures
- OFC/NFOEC
- Telecom India
- Telecommunications Events
- Telephony Magazine Events
- Triple Play Symposium
- VON
- WDM & Next Gen Optical
- The Wireless Event
- WVoIP Forum

COLUMNS & ARTICLES

Our analysts regularly contribute columns and articles citing our latest research for publications such as:

- BCR
- Communications News
- IEC
- Lightwave
- Silicon India
- Telecommunications
- Telephony Magazine
- VAR Business

SELECT CUSTOMER LIST

- 3Com
- Acme Packet
- Adtran
- Adva Optical
- Agilent Technologies
- Alcatel
- Alloptic
- Altera
- AMCC
- Anda Networks
- Applied Materials
- Array Networks
- Arris
- Atrica
- Audio Codes
- Aventail
- Aware
- Banc of America Securities
- Bayan Telecommunications
- Brix Networks
- Broadcom
- Broadsoft
- BT
- Calix
- Cantata Technology
- Check Point
- Ciena
- Cisco
- Citrix
- Comverse
- Convidia
- CopperCom
- Corning
- Corrigent
- Cswitch
- Dell
- Deutsche Banc
- Deutsche Telekom
- Ditech
- ECI Telecom
- Endforce
- Enigma
- Ericsson
- eSoft
- Extreme Networks
- Ezchip Technologies
- F5 Networks
- Finisar
- Flex Light Networks
- Force 10 Networks
- GenBand
- Global Crossing
- Global IP Sound
- Greenfield Networks
- Hatteras
- Hifn
- Hitachi
- Huawei
- i3micro
- Iamba Networks
- Ikanos Communication
- Infineon
- Intel
- Internet Security Systems
- Ip Unity
- iPass
- Iskratel
- Italtel
- Ixia
- JDS Uniphase
- Juniper
- Kyocera Wireless
- Lexecon
- Legerity
- Marvell Semiconductor
- Matisse Networks
- McAfee
- Meriton Networks
- Meta Switch
- Micron
- Mindspeed
- Mirage
- Mistletoe Technologies
- Mitsubishi Electric
- Morgan Keegan
- Motorola
- NEC Corporation
- NetCentrex
- NETGEAR
- Newport Networks
- Nextone
- Nortel
- Pacific Crest Security
- Pacific Growth Equities
- Panduit
- PMC-Sierra
- Polycom
- Prudential Securities
- Qwest
- Rad Data Communication
- Radware
- RBC Dain
- Redback Networks
- Riverstone Networks
- Robert W. Baird & Co.
- Sagem Communication
- Samsung Telecommunications
- Sanmina-SCI
- SeaChange
- Shoretel
- Siemens
- Sonicwall
- Sonus Networks
- SpectraLink
- Spirent
- Stonesoft
- Susquehanna
- Sycamore Networks
- Sychip
- Symantec
- Tandberg
- Tekelec
- Tektronix
- Tellabs
- Texas Instruments
- Thomas Weisel Partners
- Thomson Multimedia/Telecom
- Toshiba
- Transmode Systems
- Trapeze Networks
- Trend Micro
- Tropic Networks
- Ubiquity
- UBS Securities
- US Robotics
- UTStarcom
- Watchguard
- Westell
- Winnow Technologies
- Wintegra
- Xelerated
- Xilinx
- Zhong Technologies
- ZTE USA

“Infonetics combines seasoned experience, comprehensive vendor analysis, and in-depth carrier research to provide an objective, complete view of the networking and telecommunications industries.”

Alfred Eiblmeier, Vice President of Market Intelligence, Siemens AG

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FOR MORE INFORMATION

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