MIND COMMERCE

Subscriber Data Management (SDM) with LTE and Beyond:

Market Opportunities and Forecast 2012 - 2017

September 2012

Overview:

Subscriber data is a crucial commodity for network carriers worldwide, as it can be leveraged customize services and optimize applications to the market according to subscriber preferences. This creates opportunities for new and/or highly focused services/applications, revenue expansion, and improved customer loyalty and profitability. However, access to subscriber data is often a challenge for network operators. This is due largely to subscriber data being stored in a non-unified distributed architecture comprising a variety of different network elements and services, often vendor-specific, which makes it costly to attain a consolidated view of the data.

Subscriber Data Management (SDM) solutions tackle this problem by unifying subscriber data into a central repository. With this repository, SDM solutions unify cross domain subscriber data from identity, location, presence, authentication, services and access preferences, which can feed into multiple applications through an API interface.

Mind Commerce estimates that with SDM carriers can save up to 40 % in OpEx in contrast to legacy mechanisms for managing subscriber data. In addition to OpEx savings, SDM solutions allow carriers to reduce churn rates by enabling carriers to personalize their services, improve marketing campaigns, and thereby improve revenue by gaining rich customer insights. As carriers continue to invest in network modernization and migrate networks towards LTE, vendors from both telecommunications and IT centric database backgrounds are intensively competing to gain a share of the SDM market. As a consequence, we expect SDM vendor revenues to surpass nearly $ 3.5 Billion by the end of 2017.

Furthermore, SDM also allows Carriers to establish themselves as brokers of subscriber identity through SDM APIs. Driven by internal utilization within carrier services and identity brokering, the SDM API market is expected to account for nearly $ 13 Billion in global revenues worldwide by 2017, growing at a CAGR of nearly 100 % between 2013 and 2017.

Subscriber Data Management (SDM) with LTE and Beyond: Market Opportunities and Forecast 2012 – 2017 provides an in-depth assessment of the SDM market, including business models, value chain analysis, operator and vendor strategies, and a quantitative assessment of the industry from 2012 to 2016.

The report addresses the following key topics:

- Business Case for SDM: An assessment of the business case for SDM
- SDM API Technology Review: A review of the underlying technology supporting SDM solutions
- A Review of Carrier SDM Deployments: A review of major SDM solution deployments by carriers worldwide
  Operator & Vendor Strategies: An analysis of how operators and vendors will position themselves to capitalize on SDM opportunity
- Market Analysis and Forecasts: A global and regional assessment of the market size and forecasts for the SDM market from 2012 till 2016
- SDM Value Chain: An analysis of the SDM value chain including a revenue assessment for each component/player and predictions about the economic model evolution

Key Findings:

- The SDM API market is expected to account for nearly $ 11 Billion in global revenues worldwide by 2017, growing at a CAGR of nearly 100 % between 2013 and 2017.

- The continued deployment of LTE networks and small cells will play a critical role in maintaining the SDM market's growth, amid a growing demand of convergent, intelligent and vendor agnostic SDM platforms by Carriers.

- The SDM Software & Services market will grow at a CAGR of nearly 32% over the next five years eventually accounting for nearly USD 3.5 Billion in revenues by the end of 2017.

Key Questions Answered:

- How is the SDM value chain structured ?
- What are Carrier's attitudes towards SDM solutions?
- What is SDM and what benefits does it bring to Carriers?
- What will be the regional outlook for revenue in the SDM market?
- How much will the SDM Software & Services market be worth in 2017 ?
- Which vendors are leading the SDM market and what key strategies for vendors capitalizing on?
- The much revenues can Carriers and Aggregators generate by opening up SDM APIs to third parties ?

Companies in Report:

Alcatel Lucent
Amdocs
Apertio
AT&T
Bell Mobility Canada
Bharti Airtel
Cell C
Cellcom
China Mobile
Comcast
DirecTV
Elisa Oyj
Ericsson
Hong Kong Broadband Network
HP
Huawei
Hutchison (H3G)
IBM
MetroPCS
Mobily
Movistar
Nokia Siemens Networks
O2-Ireland
Oracle
Orascom Telecom
Reliance Communications
Rogers Communications
Safaricom
Scartel
Sprint
Tatung Infocomm
Tekelec
Tele2 Sweden
TeleKom Austria
Telenor Pakistan
Telefonica
TeliaSonera
Telus
TIM Brasil
T-Mobile
Unbound ID
Verizon Wireless
Vivo Brazil
Vodafone

Target Audience:

- SDM Vendors
- API Aggregators
- Investment Firms
- Application Developers
- Data Mining Companies
- Mobile Device Vendors
- Mobile Network Carriers
- Service Bureau Companies
- Wireless Infrastructure Vendors
- Telecom Managed Service Providers

Table of Contents:

List of Tables

List of Figures

Order Form

Report Title

Subscriber Data Management (SDM) with LTE and Beyond: Market Opportunities and Forecast 2012 - 2017

License Type

- ☐ Single User License …………......**$ 1,995 USD**
- ☐ Team License (2-5 people) …… **$ 2,865 USD**
- ☐ Company-wide License……**$ 4,995 USD**
- ☐ Other Licensing options available: Contact Mind Commerce

Family/Surname	First Name	
Position	Company	
Address		
Country	Post Code	FAX
Telephone	Email	

Order Type

☐ American Express / MasterCard / Discover Novus / VISA

☐ Order by FAX at 1 877 646 3266

Card Number	
Expiration Date (MM/YY)	CV Code
Cardholder's name	Signature
Billing Address	
Postcode	Country

Signature	Date

Online Ordering

Customers can order online by visiting report web page:
www.mindcommerce.com/Publications/SDM_2012-2017.php