

The Subscriber Data Management (SDM) Market: 2012 - 2016

Description: Subscriber data is a principal asset held by network carriers. Subscriber Data Management (SDM) allows carriers to consolidate and manage their cross domain subscriber data encompassing access preferences, authentication, services, identities, location, and presence into unified data repositories.

Besides enabling considerable OPEX reductions and allowing carriers to deliver more personalised services, thereby reducing churn, SDM can effectively transform carriers into brokers of subscriber identity, both for their own services and for third parties such as content providers, mobile advertisers or retailers.

As Carriers worldwide devise emergent strategies on network modernization including LTE (Long Term Evolution), Fixed Mobile Convergence (FMC) and IMS (IP Multimedia Subsystem) investments, SDM is rapidly gaining popularity. The SDM software and services market is expected to grow at a CAGR of nearly 30 % from 2011 through 2016, eventually accounting for nearly 2 Billion USD in revenue.

The report presents an in depth assessment of the next generation SDM solutions market. Besides analyzing the business case, vendor strategies and the technology behind SDM, the report also presents revenue forecasts for the SDM market from 2012 till 2016 at a regional as well as global scale.

Topics Covered:

The report covers the following topics

- SDM Technology Overview
- The SDM Business Case: Market Drivers, Benefits, Obstacles and Risks
- SDM Market Dynamics
- SDM Market Analysis and Forecasts
- SDM Vendor Assessment
- SDM SWOT Analysis, Recommendations and Conclusion.

Key Questions Answered:

The report answers to the following key questions.

- What are the strengths and weaknesses of the SDM solutions available on the market?
- What are the internal and external driving factors for the growth of the SDM market in the next five years?
- Who are the vendors for SDM solutions?
- What new features and functionalities are vendors offering to enhance SDM capabilities?
- What is the worth of SDM market in 2012 and how the market and players will evolve in the next five years?
- How will SDM help operators optimize their investments in LTE and IMS networks?
- How will SDM help operators in bundling services and becoming truly convergent service providers?
- What is the optimal time period for operators to invest in SDM solutions?
- What is the global outlook for SDM solutions?
- What is the regional outlook for SDM adoption?

Contents: List of Tables

List of Figures

- 1 Chapter 1: Introduction
- 1.1 Executive Summary
- 1.2 Topics Covered
- 1.3 Key Questions Answered
- 1.4 Key Findings
- 1.5 Methodology
- 1.6 Target Audience
- 1.7 Companies Mentioned

- 2 Chapter 2: An Overview of the SDM Market
 - 2.1 An Introduction to SDM
 - 2.1.1 Defining SDM
 - 2.2 SDM Technology Overview
 - 2.2.1 Key SDM Functional Elements
 - 2.2.1.1 Database Profile and Authentication
 - 2.2.2 Data Aggregation Approaches
 - 2.2.2.1 Aggregation
 - 2.2.2.2 Federation
 - 2.3 How SDM Evolved over Time?
 - 2.3.1 First/Second Generation SDM Solutions
 - 2.3.2 3rd Generation SDM Solutions
 - 2.3.3 Next Generation SDM Solutions
 - 2.3.4 Limitations with the Existing HLR/HSS
 - 2.4 Emerging SDM Approaches and Technologies
 - 2.4.1 Identity Management
 - 2.4.1.1 Identity Management and SDM Integration
 - 2.4.2 Real Time Decision Enablement
 - 2.4.3 In-depth Analytics Capabilities
 - 2.4.4 Policy Management
 - 2.4.4.1 Policy and SDM Integration
 - 2.4.5 Hybrid Approaches to SDM
 - 2.5 Boundaries of SDM
 - 2.6 Features of a Powerful SDM Solution
 - 2.6.1 High Flexibility
 - 2.6.2 High Performance for Real Time in-the-call-Path Access
 - 2.6.3 Scalability
 - 2.6.4 Federation
 - 2.6.5 Standardized Interfaces
 - 2.6.6 Support for Data Consolidation
 - 2.6.7 Built-in Data Security
 - 2.6.8 Reliability
 - 2.7 Major Benefits of SDM
 - 2.7.1 Single Sign On
 - 2.7.2 Converged Billing and Charging
 - 2.7.3 Personalised Advertising and Targeted Promotions
 - 2.7.4 CapEx Savings
 - 2.7.5 OPEX Savings
 - 2.7.6 Opportunities to Embrace New Business Models
 - 2.8 Migration Strategies and Adoption Timelines
 - 2.8.1 From 2012- 2014
 - 2.8.2 From 2014-2016
 - 2.9 SDM Standardisation Initiatives and User Groups
 - 2.9.1 SPUG (Subscriber Profile User Group)
 - 2.9.2 3GPP's User Data Convergence Model
 - 2.9.3 Other Groups and Associations'
 - 2.9.3.1 NSN's Subscriber Data Management (SDM) Partner Program
- 3 Chapter 3: The SDM Business Case
 - 3.1 Key Market Drivers for SDM Adoption
 - 3.1.1 Business Factors
 - 3.1.1.1 The Increasing Demand for Broadband Data Centric Applications and Services
 - 3.1.1.2 Need to Focus on Customer Intimacy
 - 3.1.1.3 Increasing Co-opetition
 - 3.1.1.4 Need to Capitalise on Personalized Services
 - 3.1.1.5 Targeting Long Tail Opportunities
 - 3.1.2 Network Factors
 - 3.1.2.1 LTE and IMS Deployments
 - 3.1.2.2 Delivery of Blended Services
 - 3.2 Key Market Obstacles in SDM Adoption
 - 3.2.1 Support from Investors
 - 3.2.2 Privacy Legislation
 - 3.2.3 Need to Overhaul the Existing System

- 3.3 Key Risks with SDM Adoption
 - 3.3.1 Technology Integration Issues
 - 3.3.2 Organisational Issues

4 Chapter 4: Market Analysis and Forecasts

- 4.1 The SDM Market Definition
- 4.2 Global Telecoms Software Spend
 - 4.2.1 Global SDM Market
 - 4.2.2 SDM Revenue Breakdown by Software and Services
 - 4.2.3 Regional Markets, Dynamics and SDM Requirements
 - 4.2.3.1 Asia Pacific
 - 4.2.3.2 North America
 - 4.2.3.3 Western Europe
 - 4.2.3.4 EE (Eastern Europe)
 - 4.2.3.5 Latin and Central America
 - 4.2.3.6 MEA (Middle East and Africa)
- 4.3 Regional Analysis and Comparisons

5 Chapter 5: SDM Market Dynamics

- 5.1 SDM Industry Outlook
 - 5.1.1 Is Next Generation SDM a competitive Advantage or Competitive Necessity?
- 5.2 SDM Vendor Overview
 - 5.2.1 Alcatel- Lucent
 - 5.2.2 Amdocs/Bridgewater
 - 5.2.3 BroadHop
 - 5.2.4 Ericsson
 - 5.2.5 HP
 - 5.2.6 Huawei
 - 5.2.7 IBM
 - 5.2.8 NSN
 - 5.2.9 Openet
 - 5.2.10 Procera
 - 5.2.11 Redknee
 - 5.2.12 Tekelec
 - 5.2.13 UnboundID
 - 5.2.14 ZTE
- 5.3 SDM Vendor Landscape
 - 5.3.1 Dominant Market Players
 - 5.3.2 Cost of SDM Solution
- 5.4 SDM Vendor Rankings
- 5.5 SDM Business Case
 - 5.5.1 Challenges that can be Addressed with SDM Deployment
 - 5.5.1.1 Network Migration Challenges
 - 5.5.1.2 Traffic offload Challenges
 - 5.5.1.3 Femtocell Deployments
 - 5.5.1.4 Roaming Support
 - 5.5.1.5 Addressing M2M Growth
- 5.6 Operator Deployments and Strategies

6 Chapter 6: Conclusion

- 6.1 SDM SWOT Analysis
- 6.2 SDM Solutions will Continue to Evolve
- 6.3 Recommendations for Operators
- 6.4 Recommendations for SDM Vendors

List of Tables

- Table 1: Categorical Segmentation of Subscriber Data by Service, Network and Offline Customer Management Systems
- Table 2: Subscriber Data Categories and Related Network Elements
- Table 3: Major Components of a NG SDM
- Table 4: Comparison between Legacy and NG SDM solutions
- Table 5: Critical Success Factors and Key Performance Indicators for Network Operators
- Table 6: SDM Market Definition Criterion

Table 7: Markets, Dynamics and SDM Requirements
Table 8: Regional Breakdown of IT Spending by Network Operators
Table 9: Asia Pacific Market Dynamics
Table 10: North America's Market Dynamics
Table 11: Western Europe Market Dynamics 2012
Table 12: Eastern Europe Market Dynamics
Table 13: Latin and Central America Market Dynamics
Table 14: Middle East and Africa Market Dynamics
Table 15: Key SDM Deployments
Table 16: SWOT Analysis

List of Figures

Figure 1: Benefits of an Integrated Subscriber Data Management Approach
Figure 2: Pictorial Presentation of a Unified View of Subscriber Data
Figure 3: SDM Solution Overview
Figure 4: SDM Platform Overview
Figure 5: Overview of Data Aggregation Approach
Figure 6: HLR and HSS Distribution Topology in an IP Network
Figure 7: Data Federation in an IP Network
Figure 8: Global Legacy SDM Market Revenues (USD Million) 2008-2016
Figure 9: Centralized Subscriber Data in an IP Network
Figure 10: Features of NG SDM Solutions
Figure 11: Identity Management Use Cases
Figure 12: 3GPP's UDC Model
Figure 13: Global Subscriber Data Management (SDM) Revenues (USD Millions) 2009 - 2016
Figure 14: Global Subscriber Data Management (SDM) Revenues (USD Millions) and % Change YOY 2012 - 2016
Figure 15: SDM Spend by Fixed and Mobile Operators (USD Millions) 2011-2016
Figure 16: SDM Revenue Breakdown (Fixed and Mobile Operators %) 2016
Figure 17: Breakout of legacy and NG SDM Market Revenues (USD Million) 2007-2016
Figure 18: SDM Revenue Breakdown by Software and Services (USD Millions) 2011-2016
Figure 19: SDM Revenue Breakdown by Software and Services (USD Millions) 2011-2016
Figure 20: Asia Pacific SDM Revenues (USD Millions) 2011-2016
Figure 21: North America SDM Revenues (USD Millions) 2011-2016
Figure 22: Western Europe SDM Revenues (USD Millions) 2011-2016
Figure 23: Eastern Europe SDM Revenues (USD Millions) 2011-2016
Figure 24: Latin and Central America SDM Revenues (USD Millions) 2011-2016
Figure 25: MEA SDM Revenues (USD Millions) 2011-2016
Figure 26: SDM Revenues Growth Rate in Key Regional Markets (%) 2012-2016
Figure 27: SDM Revenues in Key Regional Markets (USD Million) 2016
Figure 28: SDM Revenues in Key Regional Markets (% Share) 2016
Figure 29: Ericsson's SDM Portfolio
Figure 30: SDM Vendor Market Share (%) 2011
Figure 31: SDM Vendor Market Share (%) 2016
Figure 32: SDM Causal Loop Diagram

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