



VODAFONE

Case study

Providing global and regional market intelligence
through flexible advice



Vodafone: mapping global and regional market intelligence through flexible advice

Vodafone operates in an extremely competitive, complex and fast-moving global environment. It was looking for a flexible market intelligence supplier to track and analyse market trends, in addition to providing information on opportunities and threats.

About the client

Vodafone Group Plc is the world's leading mobile telecommunications company, boasting more than 186 million customers worldwide (June 2006: including subsidiaries, joint ventures, associates and investments). It provides mobile voice and data communications services to customers in 60 countries* across Europe, the Middle East, the United States and Asia-Pacific.

* This includes Partner Networks.

“Our expertise isn't 'stove-piped', which means we can provide a holistic picture regarding what key trends and developments mean for Vodafone, its customers and its competitors.”

Graham Waington, Senior Account Manager, Ovum

“Ovum provides a flexible service to us, which saves us a lot of time if we don't have the resource in-house. We gain a lot of value from it.”

Katharine Ward, Group Knowledge Manager,
Corporate Strategy

“We have a very open relationship, with our senior analysts working very closely with Vodafone teams. We also know that Vodafone values us for our commercial insight and independence: we really understand what mobile operators are doing and so can advise from a position of impartiality and niche expertise.”

John Delaney, Principal Analyst, Ovum

The Challenge

Vodafone required an organisation that could:

- act an extension of its in-house teams
- provide assistance on a global level with expertise in the telco, IT and software industries
- respond quickly and scale-up resources according to demand
- be flexible with availability, as Vodafone employees and partners were based throughout the world in several time zones

The Solution

Ovum's established a hybrid package of services for Vodafone: combining ongoing intelligence with responsive, bespoke advice on an ad hoc basis. The service comprised:

- advisory services: providing Vodafone employees worldwide with full access to a constantly-updated cache of reports, forecasts, comment and think pieces for a fixed annual fee. Employees can search and instantly download information via their secure intranets 24/7.
- consulting services: providing Vodafone employees with specific queries with direct access to Ovum analysts and consultants. Enquiries range from questions competitor activity to industry forecasts and trends. Responses that involve four hours' worth of work or less are provided as part of Ovum Analyst Access. Response times depend on the complexity of the enquiry, but work is usually delivered within hours of the request being made.

Ovum also put in place a dedicated customer relationship manager to ensure service quality was consistently high and response times were on target. The manager also directs queries to the analyst best qualified to respond.

Find out more

If you would like more information on how Ovum's advisory and consulting services could add value to your business please contact us at our nearest office or visit our website at www.ovum.com. If you would like to know more about this project please email Graham Waington graham.waington@ovum.com.

“We're a global company and need information providers who can cover all our markets. Ovum offers us that. We have a good team in place on the Ovum side, with a dedicated customer relationship manager which means I can pick up the phone at any time.”

Katharine Ward, Group Knowledge Manager at Vodafone.

The Results

Ovum's advisory and consulting services provide Vodafone with comprehensive information across a vast range of topics across the telco, IT and software industries. The information:

- provides easily accessible competitor & market intelligence
- backs up intelligence unit assumptions
- helps the company track and analyse general market trends

Ovum's global coverage enables it to map Vodafone's footprint - meeting both central intelligence and local market needs.



Advising on the commercial impact of technology and market changes in telecoms, software and IT services

Ovum is the leading provider of research, advisory and consulting services on and to the global Information, Communications and Technology (ICT) sector. With unique expertise where the telecoms, software and IT services sectors converge, we deliver essential advice on market trends and drivers, and unrivalled insight into companies, markets and technologies.

We offer a range of integrated services that includes tailored consultancy, advisory services that give clients direct access to our analysts, and specialist research. Our expertise is based on more than two decades of research conducted globally. We are resolutely independent.

Ovum has a unique insight into global markets through offices in Asia-Pacific, Europe and North America.

We have expanded our existing capabilities even further with the acquisition of RHK Research, based in the US, which specialises in providing research and advisory services to telecoms equipment vendors in the fixed line market, creating **Ovum RHK**. In July 2006 we acquired Summit Strategies. Headquartered in the US, Summit Strategies (now **Ovum Summit**) is a research, advisory and consulting group focused on the disruptive changes that affect IT vendors' market, channel and competitive strategies.

Our experts spot the short-term issues that will have an immediate impact on your business, and advise on the longer-term visionary aspects that form the basis of your strategic planning.

Ovum Consulting

Our consultants work with clients to address a range of strategic, regulatory, technology, financial and operational issues. We differentiate ourselves through the depth of our industry experience and the breadth of our research base. We employ structured methodologies and advanced tools and models enabling us to leverage our expertise more efficiently and effectively. Our delivery model is to work closely with our clients through all stages of a project.

Ovum Advisory

We deliver ongoing advice to our clients through our advisory services. These are subscription-based combinations of research and advice, featuring valuable contact and enquiry time. Each service is structured to enable our clients to reach our experts and expertise whenever they need to make an important business decision.

Your next move...

To find out more about our services please email us at info@ovum.com or visit www.ovum.com



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