

Tonse Telecom

Tonse Telecom develops insightful market intelligence on emerging trends and up-coming technologies for the Indian telecom market. The booming communications space has spawned opportunities for large and small players alike in several areas. At the outset, the market is adding millions of subscribers every quarter and the carriers are expanding infrastructure. Broadband, mobile data, content and video broadcast are only some of the key growth areas.

- What is the size of the market?
- Which of these segments are crowded? Are there too many players saying the same thing?
- What is a preferred sales model for a specific product-line: direct, OEM or through a local VAR?
- Who is your best-fit systems integrator who has the capability to deliver and integrate a next generation packet technology but ensure that existing support infrastructure be still reused?

Tonse focuses on actionable research based on current market trends and technology analysis. Here is a sample of the some of the research projects we have delivered in the past.

Telecom Market Research and Analysis

Study projects conducted by Tonse personnel in the past are listed here:

1. Voice Mail Service for PSTN users, Leading PTT, Middle East

Determined level of awareness of Voice Mail service, education required, usage pattern, menu options, language support and price models. Post the study, the Voice Mail service was repackaged and re-launched with education and contests to increase participation. The service became a major success and was required to be upgraded to a much larger system due to increased demand.

2. GSM service POS and Channel Set-up, Leading PTT, Middle East

The feasibility of allowing private sector to become a channel for an essentially government owned service was a revelation as discovered by our market study. The study brought out a strong need to have smaller cellular service points of sale and was a critical input to the GSM service distribution launch plan. Subsequent cellular service introduction was a substantial success and the network ran out of capacity on day 3 of introduction.

3. Internet Access and Data Services, Opportunity sizing, speeds and Price Sensitivity

This project was for a joint venture between a leading ME PTT and Large MNC data carrier. Middle East Internet Access was hampered due to lack of proper customer education and lack of trained sales agents at the PTT. Study revealed the weaknesses and recommended a branded Data Services desk with particular focus on large MNC corporations who were major users of the service. For the very biggest users, a dedicated Large Accounts Manager position was created to ensure high levels of customer service and PSTN dial back-up (automated fall back) to guarantee near 100% uptime. Research study recommended this solution which resolved the problem and data service revenues recovered significantly in a record time of 4 months.

4. IN Service demand, Enhanced service Feature packaging and Pricing

IN services including Conditional Call handling (forward on No-reply, busy, no answer and other features over Pre and Post Paid service packages) were studied using surveys over telephone

interviews, personal interviews among a variety of users: small business owners, native family members, expatriate employees, MNC employee families, large business houses and government officials. Feedback responses were recorded, studied and recommendations made to Customer Services department attached to the Ministry.

5. [Class 5 PSTN switch study in select Middle East, Asian markets, US telecom research agency](#)

A leading US research agency specializing in telecom was studying the Class 5 carrier switch space. This study required a complete profile of operator, switching network, typical capacities, usage, busy hour scenarios, enhanced feature support, port availability and expansion plans.

6. [Soft-switch market sizing for multiple access segments, ISV, USA](#)

Soft-switch pioneer and ISV required help preparing a complete business plan for raising capital from private equity route. The product was a complete market discontinuity with no secondary data whatsoever available. The product company was targeting cable access, wire-line Class 5, Class 4 and pure IP carriers. Separate studies were required for each segment with part surveys, estimation based on a replacement formula, weighted average for a pre-defined market mix, interviews with other analysts, gateway / access equipment vendors and carrier operators, Clearing Houses across US and Europe. The analysis produced was validated against projections delivered by a statistical software package for reconfirmation. The soft-switch product company successfully raised capital and became a product-leader in the segment before being merged with a larger entity.

7. [Market Feasibility study for set-up of a IP service node in developing market, Top tier US carrier in India.](#)

A top tier American carrier was exploring the market demand for IP enhanced services in emerging market: India. The initial plan was to get necessary market information to validate the demand for enhanced IP services such as hot extension, video conferencing and data collaboration services over dedicated IP lines between corporate branch offices of US / India corporations including companies like Microsoft, IBM and TI. The IP Node feasibility study included determining the availability of co-location facilities, capabilities, features, user requirements. Study also included profiling and determining the Systems Integration partners for this project and recommending the best-fit SI. The proposal and approach plan was accepted but was not awarded due to pricing issues and budget constraints on the customer's side.

8. [Signaling API market sizing, partnership opportunities and strategy for a leading US vendor, for emerging markets in Asia, with particular focus on India](#)

Leading SS7 infrastructure and protocols developer wanted to understand the market size, players, customer profile and hardware partner profile and strategy in India. A series of telephonic interviews with hardware vendors, chassis developers, System Integrators, protocol software and solution developers, ISVs, carriers and senior consulting folks were quizzed to arrive at the overall market opportunity and establish growth trends. This information was validated against some leading technology analyst reports and cross checked. The research developed was useful in developing a different entry strategy and helped the company gain strong foot-hold in the signaling space within a short time. Now the company is in aggressive expansion mode in India.

9. [IP Broadband CPE device market opportunity, feasibility of building a low cost ADSL version with certain unique feature-set to outpace imported competitive solution.](#)

Study currently in progress for a US / Indian technology company. Study will also cover alternative access protocols to be supported including Wi-Fi and Voice over Wi-Fi. The study will

also evaluate product road-map and licensing options for outsourced manufacturing in bringing broadband access to the masses.

10. This study covers opportunity in enhanced applications on the hand-held for emerging wireless markets with particular focus on India.
11. Tonse Telecom is the partner of choice for a leading US based Broadband Wireless Access (BWA) / WiMAX research / analysis and consulting organization.

Tonse covered the Indian market and delivered the complete project on-time and within budget. The US agency and Tonse have jointly released the report and co-authored the report.

12. Tonse has also completed a report on the Indian mobile VAS market space for a software developer which had specific requirements including VAS for the cable television market.

Tonse Telecom can deliver back-office research for the global telecom industry: we have significant domain expertise in CDMA / GSM network, applications and device / end-point technology and exposure to a global market. Call or Email us for a discussion: marketingtr@tonsetelecom.com

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