

# Introducing Ovum

Helping organizations thrive in the connected digital economy



**New technologies, increased customer expectations and changing regulatory environments are transforming the digital economy**

Ovum is a market-leading data, research and consulting business focused on helping **digital service providers, technology companies** and **enterprise decision-makers** thrive in the connected digital economy.

We create business advantage for our customers by providing actionable insight to support their business planning, product development and go-to-market initiatives.

Our unique combination of **authoritative data, market analysis** and **vertical industry expertise** is designed to empower your decision-making, helping you profit from new technologies and capitalise on evolving business models.

**We can save you time, reduce your risk, and help your business grow.**

## How we help



### Where to play

Discover which market segments, geographies, and partners to prioritize using data and forecasts of unrivalled depth and breadth



### What to deliver

Create compelling products and services based on data on consumer behaviour, market trackers, and service provider benchmarks



### How to sell

Optimise your go-to-market strategies by identifying the best segmentation feature-set, pricing, bundling, partnership options for your organization

Our global team of analysts are at the heart of our data, research, consulting, and marketing services



Ongoing market analysis and insight



Analyst-led consulting



Proprietary market data and forecasts



Marketing services

## Why we are uniquely qualified to help



**Our global team has been guiding our clients to growth for more than 30 years**

We serve 90% of the largest CSPs, 80% of the largest tech companies and the 5 largest investment banks



**Our data provides decision-support for strategic planning through to account level engagement**

We provide over 100 5-year forecasts and the most sophisticated view on ICT spending available



**We focus on the intersection of leading edge technologies incl: 5G, AI, Cloud, IoT Security, Video**

Our team of 150 analysts provide unrivalled insight across dynamic and converging TMT markets

## We are part of Informa Group's global technology business

Informa Tech operates in 60 markets, organizing more than 150 TMT events a year, and providing digital communities that reach more than 3.8 million visitors a month.



**“We look to Ovum as a trusted partner... for their expert knowledge of the market, client requirements, and our competitors offerings... they help us shape our go to market messaging.”**

Alan Ganson - Head of Analyst Relations, Ericsson

To learn more about how Ovum can help your business contact us:

[ovum.informa.com](http://ovum.informa.com)