

Telecommunications
Asia/Pacific
1988-1993

Changing Users in a
Changing Environment

Alex Graham
Principal Consultant
INPUT



Project Purpose

Comprehensive Assessment

- Key Technology Trends
- User Requirements

Identify Driving Forces

Identify Key Issues and Concerns

Project Requirements Five Years

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Notes:

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Project Scope/Methodology

Comprehensive User Survey

- 25 US-Based
- 30 In-Country

Structured Provider Survey

11 Countries

Objective and Subjective Questions

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Notes:

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Organization Profile

Corporate Telecommunications Budget

- Average \$25 million
- High \$100 million
- Low \$1 million

Portion International

- 24%

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Notes:

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Organization Profile

Personnel Costs

- 4% Total
- 6% International

Expenditure by Service Type

- 80% Leased Circuit
- 12% Value-Added Services
- 7% Packet Network (Transport)

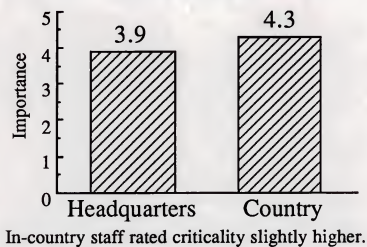
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Network Importance



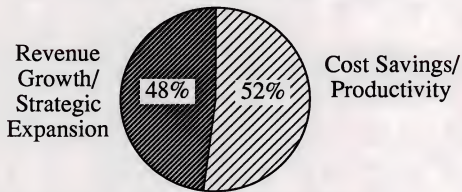
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Primary Network Reason Headquarters Perspective



Less than half of headquarters staffs consider network as competitive tool.

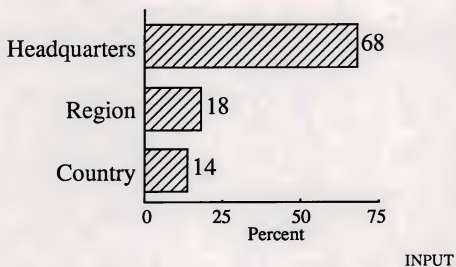
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Decision Responsibility

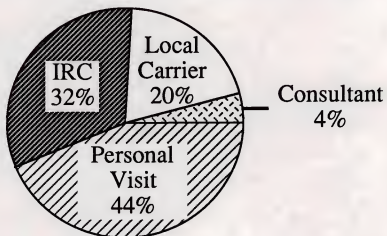


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Decision Information Sources



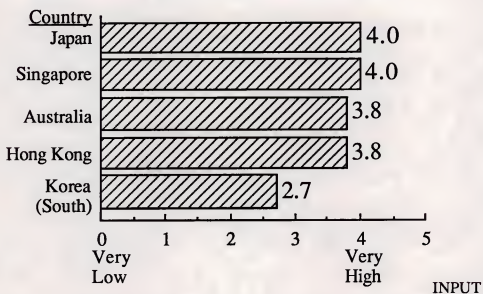
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Service Quality Assessment

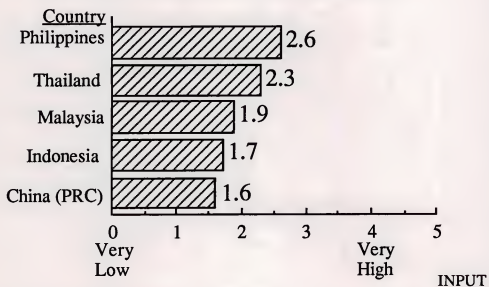


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Service Quality Assessment



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Service Development and Trends—Voice Services

Basic Services—A Continued Need

- China
- Indonesia
- Malaysia
- Philippines
- Thailand

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Service Development and Trends—Voice Services

Rural Areas Generally Lacking

- Key Development Focus

International Better Than Domestic

- Trend toward Separate Networks

Average Five-Year Growth—50%

- Fax Is Key Contributor
- Fax Projected Growth—68%

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Service Development and Trends—Text Services

Telex Is Key Service

Slowly Being Replaced by

- Fax
- E-Mail

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Leased Circuit Services Primary Circuit Type

	1988	1993	Change
No. Circuits	12	11	nil
Percent			
Telex Grade	4	7	nil
Voice-Grade (AVD)	78	50	(36)
Wideband (IBS)	18	43	1.38

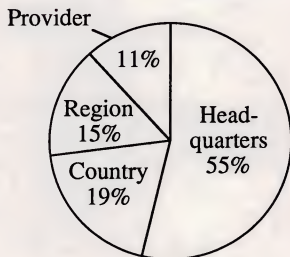
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Network Management Staff Location



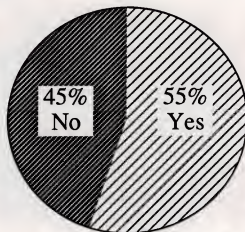
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Network Management Managed Network Consideration



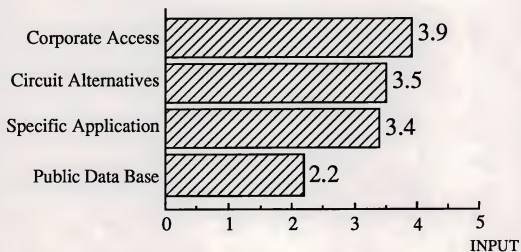
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Public Data Network Use Reasons For Use

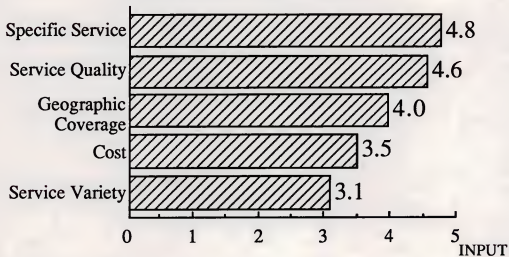


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Public Data Network Use Selection Reasons



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Public Data/Value-Added Networks

Public Network Services Growing

- Prominent in All Countries

Five-Year Growth Projections Include

- 52% for Transport Services
- 44% for Value-Added Services

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Public Data/Value-Added Networks

Key Value-Added Network Service Requirements

- Network Connectivity
- E-Mail
- EDI

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Conclusions and Recommendations

Key Conclusions

Overall Growth Is Substantial

- Should Continue for Several Years

Projected Growth for Region

- 25-30% Overall
- 50-75% Selected Areas

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Conclusions and Recommendations

Key Conclusions

Service Delivery Focus Shifting

- Pure Capacity Declining
- Added Value Increasing

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Conclusions and Recommendations

Key Conclusions

Key User Needs Include:

- Domestic Services
- Universal Connectivity
- Enhanced E-Mail
- EDI
- Tariff Reductions
- Ease Policy Restrictions

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Conclusions and Recommendations

Key Growth Opportunities

- E-Mail
- EDI
- Fax Services (Store-Forward)
- Virtual Networks

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Conclusions and Recommendations

Users' Needs Are Key to Growth

- Needs Not Known
- Identification Needed
- Lobbying Needed

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Conclusions and Recommendations

Users Recommendations

Make Service Requirements Known

- Identify
- Quantify
- Lobby

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Conclusions and Recommendations

User Recommendations

Build Relationships

- More Frequent Contact
- Identify Problems
- Identify Successes

Plan for Service Environment

- Increased Public Network Use
- Increased Value-Added Services

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Conclusions and Recommendations Vendor Recommendations

Identify Primary Needs

- Basic Value-Added Needs Satisfied
- Enhanced Value-Added Services Needed

Position to Meet Growth Needs/Areas

- Expect Long Growth Cycles
- Relationships Most Important

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Conclusions and Recommendations

Vendor Recommendations

Technology Transfer Important

- Be Prepared to Educate
- Build Domestic/International Linkage

Promote Full-Service Capability

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Alex Graham
Principal Consultant
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Alex Graham, a principal consultant, brings to INPUT more than 20 years of senior management experience in voice and data planning, network management planning, systems development, consulting, and marketing of telecommunications services. Additionally, he has wide-ranging experience in telecommunications, strategic planning, and development of customer support programs. He has been general manager of an international research and consulting firm, a senior consultant with Arthur D. Little, and a general manager for VISA International.

He holds an M.A. in international management from the American Graduate School and a B.A. in business from Grove City College.

