



# Solution Assessments

When evaluating technology and services options, decision-makers often judge suppliers not just on the technical competence of individual product offerings, but also on their capability to support immediate and long-term business objectives with a comprehensive suite of products and services designed to solve a customer's problem. They favor suppliers who can act as business partners to support their goals in revenue growth, operations efficiency, customer satisfaction and competitive differentiation.

While some have recognized this shift and adapted to some degree, today's complex nature of technology-fuelled business models, and the underlying technologies themselves, make a partnership-based, solutions approach an imperative for suppliers and service providers in all sectors.

To help technology suppliers meet this imperative, **Current Analysis** has developed a unique analytical tool called Solution Assessments.

## Anatomy of a Solution Assessment

### Solution Description

What the vendor or service provider brings to the market as a solution

### Current Perspective

Current Analysis' opinion of the overall solution

### Key Selection Criteria

Analysis that justifies Current Analysis' opinion of the rating for a given solution's criterion. Cast as "Benefit" or "Issue"



### Solution Elements

The products or services that make up the solution

### Strengths & Weaknesses

Side-by-side table summarizing the most important selection criteria analysis

### Go To Market Analysis

Evaluates how well the solution is positioned in the overall market and the strength of the market traction for the solution

## MARKETS COVERED

- Digital Home Services
- IP Multimedia Subsystems (IMS)
- Internet Protocol Television (IPTV)
- Large Contact Center Solutions
- Managed IP Services
- Optical Transport Services
- Service-Oriented Architecture

## WHY SOLUTION ASSESSMENTS?

- Big picture view of solutions for complex problems
- Comprehensive map of competitor product portfolios
- Integrated product assessments
- Go-to-market analysis of marketing positioning and traction
- Timely updates tracking dynamic marketplace
- Richly hyperlinked to additional analysis and reports

## About **Current Analysis**

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business. This is achieved through the rapid delivery of tactical, actionable intelligence to help fast-paced companies compete in the highly volatile telecommunications, networking, and business software markets. <http://www.currentanalysis.com>

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## About **Current Analysis** Solution Assessments

Current Analysis Solution Assessments provide a level of detail that is an essential part of strategic competitive analysis, but that is also tactically indispensable in day-to-day sales situations.

Accessible via Current Analysis' CurrentCOMPETE™ platform, Solution Assessments identify the product and service combinations delivered by a technology supplier or service provider, providing in-depth analysis and tactical advice based upon solution selection criteria that are likely to be key decision points for prospective customers.

Each Solution Assessment examines the strengths and limitations of a given supplier or service provider's solution, and provides an overall rating ranging from Very Vulnerable to Very Threatening. Factors weighed vary from sector to sector, but often include issues such as technological capability, portfolio breadth, service capability, partnerships, geographic reach and stability.

### **Solution Assessment Market Descriptions**

#### **Digital Home Services**

Provides detailed analysis of double-, triple- and quadruple-play digital home services bundles and their relative competitive value based on each service provider's overall offering, the individual elements of the bundle, and the strengths and weaknesses of the service provider.

#### **Internet Protocol Television (IPTV)**

Tracks and analyzes the technologies and companies shaping the IPTV market including vendors of; content delivery systems, content security, head-end systems and encoders, IPTV middleware, and set-top boxes.

#### **Managed IP Services**

Examines the hosted and managed IT service strategies of the top pan-European service providers and provide a detailed evaluation of their relative capabilities and positioning.

#### **Service-Oriented Architecture (SOA)**

Examines SOA infrastructure platforms - consisting of design, development, runtime, and management tools - that together help customers create discrete software services that can be assembled into larger applications.

#### **IP Multimedia Subsystems (IMS)**

Examines the approaches taken by competitors in the carrier infrastructure market to deliver next-generation, fixed-mobile network capabilities to service providers based on emerging architectural standards.

#### **Large Contact Center Solutions**

Provides a detailed evaluation of competitors offering the various systems and applications required to deliver sophisticated contact center solutions for high-volume customer interaction environments.

#### **Optical Transport Services**

Evaluates the point-to-point and ring-based services - relying on SONET, or riding packet and channel services directly on fiber - that are the basic building block for high-speed connectivity for voice, data networking, video services and more.

### **Current Analysis Offices**

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