



Ovum Forecaster

Companies in the rapidly changing Information and Communications Technology industry require comprehensive and accurate specialist market data and forecasts when making strategic investment decisions.

Ovum Forecaster is the industry's most powerful forecasting service, enabling customers to answer 3 critical questions:

Where to play?

- Understand target markets: size, growth rates, and trends
- Identify opportunities in emerging markets.

What to deliver?

- Identify which new services and technologies will generate the highest revenues in each market segment.

How to sell?

- Align products and services with market needs
- Select the right business partners for each market and segment.

Subscription service
delivered online and via API

Average deal value £35k

Average contract length 1
year

Provides more than 130
detailed forecasts

Includes data for 2,500
service providers

Covers 1,000 metrics across
more than 220 territories

Customers include the largest most innovative companies focussed on designing, building and running a better digital world, including: service providers, technology vendors, network and device vendors.



ORACLE

