



benchmark-it.co.uk

monitoring and measuring telecoms player performance

benchmark-it.co.uk Ltd. (“benchmark-it”) was set up in 2000 to deliver low-cost, high value-added analysis of the telecoms sector. It consists of a network of specialist analysts that can be drawn upon to address a customer’s specific requirements, whether for information, analysis or strategy development.

What we deliver:

- benchmark-it news – regular newsletters covering key events and offering insightful analysis of their implications
- benchmark-it performance – regular reports on specific topics
- benchmark-it consult – customer-specific consulting

The company differentiates itself as follows:

- Value-added:
 - Regular and insightful analysis which is timely and actionable
 - Avoid “information overload” – there are only a few key events that matter each month
 - Analysts that have worked “on the inside”
- Informative:
 - Addresses in-house skills shortages, or
 - Enhances productivity of existing team
- Low-cost:
 - Priced to fit with current budgetary constraints
 - By avoiding unnecessary overheads we are able to pass on cost savings to customers
- Customer-focused:
 - Analysis carried out from perspective of customers of telecoms service providers

How customers use benchmark-it newsletters and reports:

- Support senior management, sales teams and product managers with succinct industry news and analysis
- Database of information on competitors, potential partners or target customers across key markets
- Background information and analysis for strategy and tactical programme development

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Opinions reflect judgement at the time and are subject to change.

benchmark-it in the public eye:

benchmark-it research and opinion has featured in analyst conferences (e.g. HSBC Annual Telecoms Conference), in trade publications (e.g. Totaltele.com magazine, Comms Dealer), on Web sites (e.g. www.totaltele.com) and in annual reports (e.g. Infonet Annual Report).

Used by leading companies around the world:

Customers include leading equipment vendors, “traditional” operators, alternative carriers, resellers and other analyst companies.

Regular reports (updated every six or twelve months) are listed below:

- Incumbent PTTs In Western Europe
- UK SME Segment Telecoms Service Providers
- Alternative Trans-Border Telecoms Service Providers In Western Europe
- IP VPN Services
- Voice over Internet Protocol
- European SME Service Providers

Recent bespoke projects have included:

- On-line management capabilities for NTS products
- UK telecoms market sizing by customer segment and product
- DSL service provider capabilities across major European countries
- Benchmarking and analysis of margins and commissions amongst resellers
- Price benchmarking across a range of competitors for a customer’s portfolio
- Account management benchmarking
- Customer presentation preparation for internal events and conferences
- Strategy development – differentiation, competitive positioning, market share protection tactics
- In-depth service provider analysis for partnership selection
- Business and strategy planning assistance

About Rob Pritchard (founder and principal analyst):

Before setting up benchmark-it Rob was in charge of market and competitive analysis at WorldCom International, running market research programmes, developing customer-focused strategies and helping drive product management and sales. Prior to this, Rob spent over eight years in a number of product management, market analysis and strategy roles at BT.