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.