ISG Provider Lens™

Software Defined Networking and Services 2019

Definition

Existing managed LAN and WAN services, MPLS, etc still today form the backbone of revenues generated and the majority of customer deployments throughout many Telco and Service Providers World-Wide. This however is rapidly changing. The software-defined network (SDN) and software defined WAN (SD-WAN) are evolving and rapidly increasing market presence, as are several other Network Services which are related, such as Performance assurance (management), managed networks and devices, (MND), Mobility (4G/5G) triggers and influences, etc. There is a major trend within enterprises, focusing upon improving integration, automation, orchestration and management of network resources and processes to allow seamless expansion and addition of applications and network resources to meet business and user goals in a more efficient and secure manner than previously possible and without silos or vendor dependence. These items, together with cloud networks, are resulting in the biggest change to networks and their operations in the last 30 years, with some Telcos/Service Providers, such as AT&T announcing plans in place to have 75% or more of their networks SDN compliant and functional by 2022.

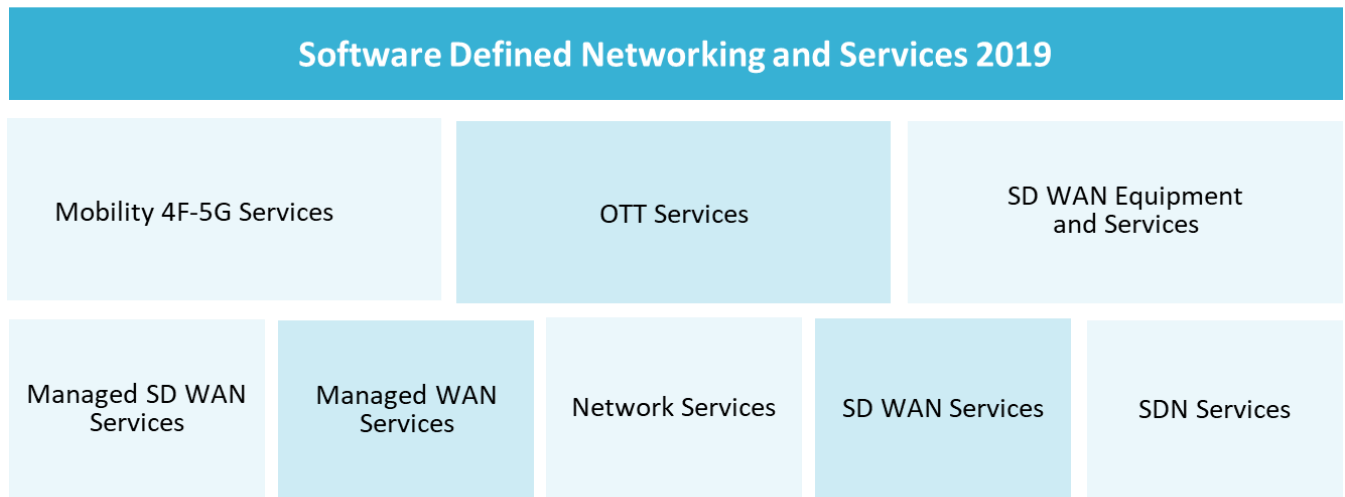The ISG Provider Lens™ study offers IT-decision makers:

- Transparency of strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- Focus towards different markets including global, USA and Germany

Our study serves as an important decision-making basis for positioning, key relationships, and go-to-market considerations. ISG Advisors and enterprise clients also leverage information from these reports in evaluating their current vendor relationships and potential new engagements.

Quadrant Research

As part of the ISG Provider Lens™ Quadrant Study, we are introducing the following 8 quadrants on "Software Defined Networking and Services".

Simplified illustration

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Mobility 4F-5G Services	OTT Services	SD WAN Equipment and Services

Managed SD WAN Services	Managed WAN Services	Network Services	SD WAN Services	SDN Services

Source: ISG 2018

Schedule

The research phase is between **January - May 2018** during which survey, evaluation, analysis and validation will take place. Selected results will be presented to the media in **July 2018**.

We will roll out the survey on an online platform called Qualtrics. The invites will be sent with links to fill in the responses and submit.

Milestones	Beginning	End
Survey (questionnaire)	January 18, 2018	February 22, 2018
Sneak previews	May 21, 2018	
Content provisioning	July 5, 2018	
Press release	July 12, 2018	

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Do you need any further information?

If you have any questions, please do not hesitate to contact us at ISG.ProviderLens@isg-one.com

About ISG

ISG (Information Services Group) (NASDAQ: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's
most comprehensive marketplace data.