

Global Enterprise Equipment Industry 2012-2017: Trend, Profit, and Forecast Analysis, August 2012

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Abstracts

According to this report, the global enterprise equipment manufacturing industry is expected to witness a modest growth led by increasing demand of video conferencing, instant messaging, IPTV, and video on demand. The industry is forecasted to reach an estimated \$51.4 billion in 2017 with a CAGR of 4.5% over the next five years. The global enterprise equipment market is a segment of the global telecommunication equipment industry. Asia Pacific (APAC) dominates the industry and represents the maximum market share.

The global enterprise equipment manufacturing industry is expected to witness a modest growth led by increasing demand of video conferencing, instant messaging, IPTV, and video on demand. The industry is forecasted to reach an estimated \$51.4 billion in 2017 with a CAGR of 4.5% over the next five years. The global enterprise equipment market is a segment of the global telecommunication equipment industry. Asia Pacific (APAC) dominates the industry and represents the maximum market share.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the current trends of the industry and presents its findings in 'Global Enterprise Equipment Industry 2012-2017: Trend, Profit, and Forecast Analysis.' The global enterprise equipment industry is consolidated. A number of factors such as access lines, price fluctuations, number of suppliers, and government regulations highly impact the industry dynamics.

Lucintel's study reveals that the industry faced certain challenges due to decreased operating expense resulting from decreased sales and marketing expense and increased productivity of sales force with low general and administrative expense. The industry also indicated sensitivity in revenue growth due to economic imbalance and

global recession, which led to cut backs on spending and a more competitive market place.

The industry's growth was driven by increasing demand of telepresence and videoconferencing equipment in the last two years, influenced by video capable equipment across the world. The second reason is multiple offerings for enterprise networks and data centers enable ethernet options to meet the demands of rich media applications.

This study is intended to provide industry leaders with a competitive benchmarking of the global enterprise equipment industry. It gives up-to-date information on the market share, profit margins, capabilities and strategies of the leaders which help current market players to realistically assess their capabilities, strategies, vis-a-vis leading competitors. It is designed to benefit the executives with strategically important competitor information, data, analysis and insight, critical to the development and implementation of effective marketing and sales plan.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global enterprise equipment industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions

Global enterprise equipment industry analysis annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global enterprise equipment industry analysis

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012 Q4 2013) for global enterprise equipment industry analysis

Gross and net profit trends in the global enterprise equipment industry analysis

Cost structure trend in the global as well as regional enterprise equipment industry analysis

More than 43 valuable figures/charts and 11 tables are provided in this report

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