

Broadband access vendor profile: ZTE Corporation

<https://marketpublishers.com/r/BF6D83AE190EN.html>

Date: February 2010

Pages: 26

Price: US\$ 1,495.00 (Single User License)

ID: BF6D83AE190EN

Abstracts

ZTE stands at the cusp of becoming a global broadband access leader. Long the third-ranked vendor in the DSL market, in the past two years it has made considerable market share gains in both DSL and FTTx in the face of intense competition. Its position as a leading vendor in the emerging but fast-growing Chinese FTTB market will strengthen even as overseas revenues continue to grow. ZTE has a broad access portfolio across DSL and FTTx. It relies on its GE-PON/EPON and ADSL/ADSL2+ revenues, but these remain by far the largest segments in the PON and DSL markets as shipments for GPON and VDSL2 remain low. ZTE's participation and investment in the recently ratified 10GE-PON standard may bring enormous dividends before other competitors catch up, although significant shipments are not expected until 2011. ZTE is improving its innovation track record with its new DOCSIS EPON product targeting US MSO bandwidth expansion plans. To become a true global leader, though, ZTE will need to raise its profile in developed markets with targeted products to further diversify its customer base beyond China.

Contents

Executive summary
In a nutshell
Ovum view
Market position
Analysis of competitive position
Corporate
Broadband access
Strategy definition and execution
Active participation in setting standards
First-mover advantage in 10GE-PON (though Huawei will be close behind)
Leveraging cost and financing advantages
Aiming for global end-to-end vendor status
Addressing carrier concerns about interoperability and energy requirements
Increasing customization initiatives
Regional strategy
Product line management
Next-generation PON development at ZTE
Globalization
Solutions selling
SWOT analysis
Overview
Strengths
Weaknesses
Opportunities
Threats
ZTE's BNS ratings
ZTE broadband access still strongest in China but increasing presence elsewhere
ZTE product features innovative
ZTE's broadband access portfolio
ZTE offers a broad range of access products
ZTE product details
Next-generation PON
Migration from EPON to 10GE-PON
ZTE's DOCSIS-EPON system
Management systems
Regional market data by product segment
ZTE hopes to bolster its international presence, dominate in FTTx

Marketing strategy

Messaging

Channel strategy and partnerships

Links

List Of Tables

LIST OF TABLES

Table 1: Ovum's overall rating of ZTE

Table 2: ZTE's key strengths, weaknesses, opportunities, and threats

Table 3: Mapping of ZTE's products to Ovum's segmentation

Table 4: ZTE's regional broadband access revenues by product segment, rolling 4Q revenues as of 3Q09, \$ millions

Table 5: ZTE's regional market share and rank by product segment (based on rolling 4Q revenues, 4Q08–3Q09)

List Of Figures

LIST OF FIGURES

Figure 1: ZTE's broadband access ratings

Figure 2: ZTE's broadband access product competitiveness by segment

Figure 3: ZTE's 10GE-PON system

I would like to order

Product name: Broadband access vendor profile: ZTE Corporation

Product link: <https://marketpublishers.com/r/BF6D83AE190EN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BF6D83AE190EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970