

# Broadband access vendor profile: ZTE Corporation

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## 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.

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