

# High-Performance Wholesale

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## Abstracts

### Introduction

Wholesalers across the globe are attempting to reduce their dependence on low-margin commodity services. One strategy that some players are adopting is to offer services with exceptional performance characteristics. By differentiating themselves from their competitors, they can secure business from niche markets that need these capabilities and are willing to pay more for them.

### Features and benefits

Learn about the range of exceptional service characteristics demanded by intermediaries and supported by telecoms wholesalers.

Understand the pros and cons of offering niche high performance services or a broad portfolio of tailorable wholesale services.

### Highlights

Although some high-performance wholesale services can command a price premium, the rate of technical advance and service innovation in the industry means those price premiums quickly get eroded.

### Your key questions answered

What exceptional service characteristics are demanded by intermediaries?

Which wholesale customer segments require services with exceptional

characteristics?

## Contents

### **SUMMARY**

In a nutshell  
Ovum view  
Recommendations for players

### **CHARACTERISTICS OF HIGH PERFORMANCE SERVICES**

Bandwidth and capacity  
Latency, jitter, and round-trip-delay  
Diversity of routing and supply  
Resilience, recovery, and performance after failure  
Security against intrusion and interception  
Time to market, service migration and upgrade paths  
Cost implications

### **DEMANDING CUSTOMERS**

Mobile network operators  
Carriers serving the finance industry  
Online gaming  
Content owners  
Wholesale customers seeking offnet extensions  
Customer needs will develop over time

### **EXPLOIT A NICHE OR OFFER A BROAD PORTFOLIO?**

Supporting high-performance niches  
Broad portfolios to support bespoke tailoring

### **APPENDIX**

Methodology  
Further reading  
Author  
Ovum Consulting  
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