



Usage and Adoption: What do Enterprise Customers Actually Buy?

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The Services that Large Enterprise Customers Buy Today

- **Data Services**
 - MPLS is *the* standard for interstate and int'l networks
 - Class of Service (esp. critical for voice carried on the data network)
 - Access (DS1/DS3 and higher; Data Rings/SONET; Ethernet; ISDN PRI)
 - “Best Efforts” Internet access
- **Voice**
 - Local, LD, International minutes
 - Toll Free and associated features
 - Migrating toward convergence: SIP Trunking is how enterprises buy Interconnected VoIP
- **Wireless**
- **Dark Fiber and DWDM**
- **Managed Services**
- **Hosted Services**
- **Cloud Computing, Applications and Application Development**
- **Unified Communications/Fixed Mobile Convergence**

Common Characteristics of Large Enterprise Customers

- **Footprint is regional, national or global**
 - Multiple sites, varying in size
 - Geographically dispersed
- **Technologically advanced but highly risk averse**
 - Keen interest in constantly exploring new technologies
 - **But**, high premium on stability and proof of concept for any widely deployed network technology
 - Minimal to zero tolerance for service failures, disruptions, or speeds that are “lower than advertised”
- **Large annual expenditures**
 - Business requirements drive ongoing needs and demand for more services and more advanced technologies
 - **But**, intense pressure to reduce costs through competitive procurement or technology changes/improvements

Beyond Products and Technology

- **Businesses buy more than products or technologies**
 - Account support/sales teams
 - Support for complex billing
 - Service Level Agreements/minimum service requirements
 - New technology usually requires new internal support model

Trends that don't apply to the Enterprise Market

- “Cutting the Cord”
- Intermodal competition/substitution due to issues of:
 - Availability
 - Reliability
 - Scalability
 - Complexity

Trends that do apply to the Enterprise Market

- Convergence of voice/data
- Network based services and apps
- Growth of wireless
- And, possibly, “consumerization” of services and pricing