

Telecom Services

for Small and Medium Enterprises in Canada - 2003

Tracking the Canadian industry and developing marketing strategies are ongoing jobs!
This Report will be an invaluable research tool as 2003 unfolds!

This Report is a “MUST HAVE” if you are:

- A service provider for Internet, data, voice and mobile services who needs to benchmark its offerings against the needs of clients
- A cableco looking to expand revenues
- A broadband wireless operator looking to introduce new services
- An independent Internet Service Provider (ISP) who needs to verify what others provide across the country
- An investor looking to track and assess market potential
- A managed service provider who needs to understand the needs of SMEs
- An equipment manufacturer who needs to understand the challenges faced by its clients
- A Regulatory analyst or policy-maker tracking the industry

This Report provides extensive market research regarding telecommunications services offered to small and medium size enterprises in Canada in 2003. It includes the following key elements:

- Detailed information organized as **Tables describing Internet and web hosting, local and long distance voice as well as mobile services** offered by more than 30 large and smaller service providers across Canada ,
- **Market size estimates and 5-year forecasts** for the evolution of SME markets for local and long distance telephony, Internet and web hosting as well as mobile services,
- Results of **primary research conducted among 150 SMEs across Canada** focusing on services used and level of expenditures for telephony, long distance, Internet , web hosting as well as mobile services.

Companies mentioned in the Report include Bell Canada and Bell Mobility, Persona, Telus and Telus Mobility, AT&T Canada, Sprint Canada, Primus Canada, MTS and MTS Mobility, SaskTel and SaskTel Mobility, Aliant (MT&T, NB Tel, NewTel and IslandTel) and Aliant Mobility, Microcell, Rogers AT&T Wireless, Rogers Cable, Cogeco, Shaw Cable, Eastlink, Videotron Telecom, Group Telecom, Shift Networks, Distributel, Storm, Pathway, Magma, Radiant, Odynet, Golden Triangle, Cadvision, Compusolve, Sentex, Fibretech and Look Communications.

This Report builds on LYA research, begun in 2001, focusing on key trends amongst small and medium enterprises in Canada. The 2002 research revealed 60% growth in DSL penetration as a solution for Internet service for the SME market, and an interesting market share for cable modems among small business.

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About the Authors

LYA, founded in 1993, is a management consulting and research firm specializing in the telecommunications, cable television and wireless industry segments. Major carriers, cablecos and service providers, top investment and equipment firms as well as governments and regulatory agencies rely on the advice and on the analyses of Lemay-Yates Associates for their precision and in-depth understanding of the industry, when making decisions about the future of their organisations.

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Notice**

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