Mobile Wealth Revelations 2016

Description: An artful "dodger" designed for mobile-operators to steer ahead and bulldoze their way into the next generation of mobile wealth & profitability beyond 2015.

Unravel—key formulary involved in "wealth creation, accumulation, and protection" of the super-perceptive mobile operator businesses till 2015.

Emulate & Practice—4G innovation; non-traditional—VAS implementation; and, next-generation business re-modeling, re-packaging, and re-pricing.


Guiding Principles:
- Analysing, scrutinising, and prioritising next-gen VAS ideas and investments;
- Exploring sub-markets & sub-segments for new growth opportunities;
- Quickly offering new services, retaining and enhancing ARPU’s;
- Wealth accumulation among big/ small/ new/ pre-existing MNO community;
- Searching big opportunities by identifying what existing players couldn't spot or monetise effectively;
- Analysing vendor engagement (terms, assets, responsibilities, costing, etc.) of innovators and disruptors;
- Exploring underutilised potentials of the legacy systems that can still invigorate to your advantage;
- Securing investments amidst unfavourable scenarios;
- Capturing the 'next big thing' philosophy, scale of innovation and investments.

Key Questions Answered:
- How operators can quickly revive and post profits in Q4 after consecutive quarterly losses?
- How operators can break into a market/ market segment that appears saturated?
- How a new entrant (MNO/ MVNO) can quickly transform its mobile wealth into revenues/ profits?
- What are the different opportunities that operators could not monetise so effectively?
- How innovative operators have transformed their business?
- How operators can ride on next wave of organic growth by helping small/ medium businesses turn into digital?
- How can service providers team up with incumbents and collaborate vertically/ horizontally in the value chain?
- What new value propositions and revenue models will be required for mobile operators to compete against direct as well as indirect competitors?
- Which of the collaboration strategies can help for strengthening position in the fragmented telecom market?
- How to develop strong mobile wealth proposition, while securing investors’ confidence?

Contents:

Chapter 1: Prologue: A fresh perspective for mobile wealth

1.1 “Voice, SMS, and Mobile Internet” vs. the next mobile wealth (products & services)
1.2 Operators’ (business) perspective for mobile wealth evolution
1.3 Scenario planning for mobile operators without “Voice Revenue” in 2016 and beyond
1.4 Magnifying the scope of revenue diversification and range of products
1.4.1 Step 1: Strategic remodelling of existing businesses for protecting and boosting revenue/ ARPU
1.4.2 Step 2: Unleashing digital routes of innovation to drive mobile wealth
1.4.3 Step 3: B2B collaboration for vertical product diversification and latent revenue streams

Chapter 2: Multi-phased road map for mobile wealth creation “beyond Voice, SMS, and Mobile Internet”
2.1 Creating an overlay services cluster to gradually boost lateral revenue streams
2.2 Strategic steps to increase non-voice services' earnings and ensure sustainable business growth
2.3 Why 2016 could be the breakthrough year for mobile industry?
2.3.1 Market Dynamics of Traditional Telco Products: 2012-2014
2.4 Strategic steps for a comprehensive makeover
2.5 Where'll telecom operators lead from here?

Chapter 3: Step 1: Strategic remodelling of existing businesses for protecting and boosting revenue/ARPU

3.1 Occupancy, growth opportunities & distribution
3.2 Division of horizons - Compatibility, planning & integration
3.3 Evaluating the OTT challenges and devising the right strategy to fight smartly
3.3.1 Case Study: Tango
3.3.2 Case Study: KDDI-Skype partnership
3.3.3 Case Study: Hike
3.4 Sustain consumer segment, embrace the enterprise
3.5 How to secure and expand your consumer market
3.6 Why exploring underserved consumer markets have become highly crucial?
3.7 Strategic guidelines for maximising revenues from rural markets
3.8 Untapped women segment- A huge market
3.9 Exploring the opportunities in enterprise segment
3.10 Enterprise mobility solutions
3.10.1 Key mobility services
3.10.2 Mobile devices boom: A big catalyst of bring your own device (BYOD)
3.10.2.1 Case study: AT&T Toggle
3.10.3 Enterprise mobility market, 2014 – 2020
3.11 Unified communications (UC): Present pitfalls & improvising strategies
3.11.1 Communicate the benefits of unified communication effectively
3.11.1.1 Seamless user experience
3.11.1.2 Maximise mobile capabilities
3.11.1.3 Solution must be integratable to third-party applications
3.11.1.4 Develop right go-to-market strategy
3.12 MVNO
3.12.1 How MNOs can leverage MVNO opportunity to generate incremental revenue while keeping user base and brand value intact?
3.12.1.1 Case Study: Virgin Mobile, UK
3.12.1.2 Case Study: Ortel Mobile, Europe

Chapter 4: Step 2: Unleashing digital routes of innovation to drive mobile wealth

4.1 Revenue amplification through apps
4.1.1 Monetising your business models
4.1.2 Strategy for new App launches
4.1.2.1 Fabrication Dilemma – Big question “What to offer?”
4.1.3 Revenue opportunities via apps for small-to-midsized vendors
4.1.3.1 Mobile app revenue
4.1.4 Should every operator launch their own app store?
4.1.4.1 Case worth analysing: Verizon Apps
4.1.5 MNOs, vendors and app developers' collaboration opportunities
4.2 Mobile advertising revenue opportunity for MNOs
4.2.1 Case Study: AT&T AdWorks
4.2.2 Case Study: Global advertising alliance by Telefónica Digital and Pinsight Media+
4.3 Smart lifestyle services
4.3.1 Geolocation Services
4.3.2 The fusion of interactive transparent display and augmented reality
4.3.3 Broadcast gaming
4.3.4 Where lays the real profit in mobile cloud? Thinking beyond online storage
4.3.5 LTE broadcasting
4.4 M2M
4.4.1 Who can be an ideal M2M service provider?
4.4.1.1 Revenue relevance for M2M providers
4.4.1.2 The M2M business bottom line
4.4.2 Network dynamics & optimisation strategies
4.4.3 Case study: Vodafone's project Spring
4.4.3.1 Vodafone building on enterprise service architecture
4.4.3.2 Industrial scale enterprise platform with mobile core
4.4.4 M2M market, 2014-2020
4.5 Leveraging cloud for enterprise
4.5.1 Service differentiation via cloud
4.5.2 Case study: Microsoft's enterprise cloud strategy
4.5.3 Cloud providers’ revenue potential, 2014-2020
4.6 Security management for enterprises
4.6.1 Why telcos must explore enterprise security market?
4.6.2 Designing enterprise security management Portfolio

Chapter 5: Step 3: B2B collaboration for vertical product diversification and latent revenue streams

5.1 Healthcare/ Life sciences
5.1.1 Opportunities in healthcare sector for mobile operators
5.1.2 Pros and cons of health care industry for telecom players
5.1.3 Current status of telecoms in healthcare industry
5.1.4 Telecom services portfolio in healthcare: Spotting revenue opportunity
5.1.5 Case study: Telus Health investments & revenues
5.1.6 Telecoms growth forecasts in healthcare industry, 2014 – 2020
5.2 Financial services part 1: Banking and payments
5.2.1 The changing landscape in mobile banking
5.2.1.1 Telcos entering into the mainstream banking
5.2.1.2 Payment banking services to drive significant revenues for telcos
5.2.1.3 Mobile money is not just for the unbanked
5.2.2 Case study: Rogers Communications’ credit card business
5.2.3 Case study: Strategic evaluation of T-Mobile’s Mobile Money
5.2.3.1 Who are the target segments for T-Mobile's Mobile Money service?
5.2.3.2 The business model
5.2.3.3 Restrictions and limitations
5.2.4 Case study: Safaricom's M-Pesa - A tunnel view on unique success factors
5.2.4.1 The investment
5.2.4.2 The return on investment (ROI)
5.2.4.3 Service innovation
5.2.4.4 M-Pesa business model
5.2.5 Case study: Mobile marketing and wallet platform Weve
5.2.6 Banking and payments market forecasts, 2014 – 2020
5.3 Financial services part 2: Mobile microinsurance (MMI)
5.3.1 Why mobile microinsurance is an increasingly attractive opportunity for MNOs?
5.3.2 Which are the ideal markets for mobile microinsurance products and why?
5.3.3 Designing mobile microinsurance products for quick uptake
5.3.4 Case study: Airtel's FBN Padi4Life
5.3.5 The business model for mobile insurance
5.3.6 Insurance telematics/ usage-based insurance (UBI)
5.3.7 Case study: Tesco Bank Box insurance
5.3.8 Case study: Tigo Kiiray
5.3.9 Microinsurance market forecasts, 2014 – 2020
5.4 Retail
5.4.1 Retail majors are leveraging telecom to streamline their supply chain
5.4.2 Case study: O2 retail sector portfolio
5.4.3 Case study: Smart Steps – The first product of Telefonica Digital Dynamic Insights
5.4.4 Retail sector market forecasts, 2014 – 2020
5.5 Automotive, transportation and logistics
5.5.1 Connected car & associated telematics
5.5.2 Asset tracking & fleet management
5.5.3 Case Study: TomTom fleet management
5.5.4 Automotive, transportation and logistics market potential
5.5.4.1 Connected car market, 2014 – 2020
5.5.4.2 Asset tracking & fleet management market, 2014 – 2020
5.6 Energy: Utility management, smart grid, and smart metering
5.6.1 Case study: Singapore’s Smart Nation Platform (SNP)
5.6.1.1 Singapore's Smart Nation Platform (SNP) working model
5.6.2 Electric vehicle charging industry
5.6.2.1 Chargestorm payment solution for electric vehicle charging
5.6.3 Case study: Vodafone's solar charging solutions for mobile phones
5.6.4 Case study: BT's SmartReach
5.6.5 Case study: Magyar Telecom
5.6.6 Energy sector market potential & forecasts, 2014 – 2020
5.7 Entertainment and media
5.7.1 Case study: Verizon Digital Media Services (VDMS)
5.7.1.1 VDMS restructuring
5.7.1.2 VDMS' tailored solutions for media and entertainment industry
5.7.2 Entertainment and media market potential for telecoms
5.8 Home automation, security and surveillance
5.8.1 Case study: China Telecom’s “MegaEyes” network video surveillance service
5.8.2 Case study: AT&T digital life, home security & automation service
5.8.3 Home automation, security and surveillance market forecasts, 2014 – 2020
5.9 Manufacturing
5.9.1 Benefits and issues of mobile in manufacturing
5.9.2 Mobile and lean manufacturing
5.9.3 Inventory optimisation
5.9.4 Cost-effective material tracking
5.9.5 Workforce tracking
5.9.6 Integrated communication for mobile sales force
5.9.7 Fleet management
5.9.8 Manufacturing sector market forecasts, 2014 – 2020
5.10 Agriculture
5.10.1 Market potential for agriculture mobile-VAS
5.10.2 Case study: Tata's mKrishi
5.10.2.1 mKrishi objectives
5.10.2.2 mKrishi product portfolio
5.10.2.3 Business advantages
5.10.2.4 mKrishi RoI
5.10.3 Case study: China Mobile's Nong Xin Tong
5.11 Government & public sector
5.11.1 Key telecom segments in government & public sector
5.11.1.1 Citizen services and social development
5.11.1.2 Emergency response
5.11.1.3 Critical infrastructure protection
5.11.1.4 Border and area security
5.11.1.5 Disaster management
5.11.1.6 Public safety LTE
5.11.1.6.1 Public safety user needs
5.11.1.6.2 Fast, reliable mobile broadband
5.12 Education industry
5.12.1 Global mobile education trials
5.12.2 Catalysts of global mobile education market
5.12.3 Hot markets for mobile education investment
5.12.4 Mobile education ecosystem
5.12.5 Case study: Blackboard Mobile Central
5.12.6 Case study: Barnes & Noble
5.12.7 Mobile education market forecasts, 2014 – 2020

Chapter 6: Prominent Revelations and Recommendations

6.1 The regional evolution of mobile wealth: Opportunities & challenges
6.1.1 Europe
6.1.1.1 4G adoption on the rise
6.1.1.2 OTT players affecting MNOs' voice/ messaging revenue
6.1.1.3 Insufficient data revenue
6.1.1.4 Finland: A case worth mentioning
6.1.2 North America
6.1.2.1 Rethinking business
6.1.2.2 Discovery driven planning & value creation
6.1.3 Latin America
6.1.3.1 High taxation impacting mobile users and operators
6.1.3.2 Voice services reaching saturation
6.1.3.3 Declining ARPs, low consumer spend and limited customer base
6.1.3.4 OTT players started intensifying market competition
6.1.4 Asia-Pacific
6.1.4.1 Competition driving down the prices, profit margins and RoIs
6.1.4.2 Skyrocketing data traffic affecting QoS
6.1.4.3 Early launches of NGNs: A Case of Too Much, Too Soon
6.1.4.4 The Indian telecom market: Are telcos ready to encash the big billion opportunity?
6.1.4.5 Fastest 4G/ hi-speed internet developing rural economies
6.1.5 Middle East
6.1.5.1 Political instability
6.1.5.2 Competition resulting in price wars, declining ARPs and voice revenues
6.1.6 Africa
6.1.6.1 ARPs nose-diving across the region
6.1.6.2 Burden of overheads
6.1.6.3 Disappointing RoI
6.2 The MNO advantage
6.3 No matter what you offer – Devices/ services/ software - today’s telco market needs DISRUPTIVE INNOVATION!
6.4 Operators must fortify their position in the broader ecosystem
6.5 Harmonise all the possible (digital and non-digital) touchpoints
6.6 Explore indirect pricing strategies to offer value-added services at low cost
6.7 Recognise the unrelated competition as early as possible and integrate/ partner for greater shared profit

List of Figures:

Figure 1-1  Shift in telecom market leadership & competition
Figure 2-1  Global Voice & Messaging Revenues Lost to OTT applications (in US$ Billion), 2014-2020
Figure 2-2  Global Voice Revenue (in US$ Billion), 2012-2014
Figure 2-3  Global Voice Revenue by Region (in US$ Billion), 2012-2014
Figure 2-4  Global SMS Revenue (in US$ Billion), 2012-2014
Figure 2-5  Global SMS Revenue by Region (in US$ Billion), 2012-2014
Figure 3-1  Tango Subscribers (in Million), October 2010, June 2011, September 2012, November 2012, and March 2014
Figure 3-2  KDDI ARPU Growth (in JPY), Q3 2009 – Q2 2011
Figure 3-3  Hike App Downloads (in Million), February 2013, April 2013, February 2014, June 2014 and August 2014
Figure 3-4  Enterprise mobility market revenue (in US$ billion), 2014-2020
Figure 3-5  Enterprise mobility market revenue by region (in US$ million), 2014-2020
Figure 3-6  Virgin Mobile, UK subscriber growth 2000-2007
Figure 4-1  Average number of apps installed on a smartphone in the US, 2011 and 2012
Figure 4-2  Average number of apps used on a smartphone in the US, 2012 and 2014
Figure 4-3  US mobile App vs. TV consumption per day (in minute), Q2 2013, Q2 2014, and Q2 2015
Figure 4-4  Global mobile app revenue forecast (in US$ billion), 2014-2020
Figure 4-5  Global M2M connections (in billion), 2014-2020
Figure 4-6  Global M2M revenues (in US$ billion), 2014-2020
Figure 4-7  5 Reasons businesses use the cloud
Figure 4-8  Global public cloud services market (in US$ billion), 2014-2020
Figure 5-1  Telecommunications service portfolio for healthcare industry
Figure 5-2  Global mHealth revenue (in US$ billion), 2014-2020
Figure 5-3  mHealth revenue by region (in %), 2020
Figure 5-4  mHealth revenue by stakeholders (MNOs, device vendors, healthcare providers, content providers/ application developers) (in %), 2020
Figure 5-5  mHealth revenue by various categories (in %), 2020
Figure 5-6  Global mHealth app users (in million), 2014-2020
Figure 5-7  Safaricom’s revenue (in Kshs billion), FY 2009-FY 2014
Figure 5-8  Safaricom’s revenue break-up (in %), FY 2009-FY 2014
Figure 5-9  Total customers vs. M-Pesa vs. data (in million), FY 2011-FY 2014
Figure 5-10  M-Pesa vs. data customers (as % of total customers), FY 2011-FY 2014
Figure 5-11  Financial services outlets in Kenya, 2009
List of Tables:

Figure 5-12  Weve value chain
Figure 5-13  Global mPayment users (in million), 2014 - 2020
Figure 5-14  mPayment users by region (in million), 2014 - 2020
Figure 5-15  North America mPayment users (in million), 2014 - 2020
Figure 5-16  Latin America mPayment users (in million), 2014 - 2020
Figure 5-17  Europe mPayment users (in million), 2014 - 2020
Figure 5-18  Asia Pacific mPayment users (in million), 2014 - 2020
Figure 5-19  Africa mPayment users (in million), 2014 - 2020
Figure 5-20  Middle East mPayment users (in million), 2014 - 2020
Figure 5-21  Global mPayment revenue (in US$ billion), 2014 - 2020
Figure 5-22  mPayment revenue by region (in US$ billion), 2014 - 2020
Figure 5-23  North America mPayment revenue (in US$ billion), 2014 - 2020
Figure 5-24  Latin America mPayment revenue (in US$ billion), 2014 - 2020
Figure 5-25  Europe mPayment revenue (in US$ billion), 2014 - 2020
Figure 5-26  Asia Pacific mPayment revenue (in US$ billion), 2014 - 2020
Figure 5-27  Africa mPayment revenue (in US$ billion), 2014 - 2020
Figure 5-28  Middle East mPayment revenue (in US$ billion), 2014 - 2020
Figure 5-29  Global NFC mPayment forecast (in US$ billion), 2014 - 2020
Figure 5-30  Global mobile banking users (in million), 2014 - 2020
Figure 5-31  North America mobile banking users (in million), 2014 - 2020
Figure 5-32  Latin America mobile banking users (in million), 2014 - 2020
Figure 5-33  Europe mobile banking users (in million), 2014 - 2020
Figure 5-34  Asia Pacific mobile banking users (in million), 2014 - 2020
Figure 5-35  Africa mobile banking users (in million), 2014 - 2020
Figure 5-36  Middle East mobile banking users (in million), 2014 - 2020
Figure 5-37  Insured population vis-à-vis MNO consumer segmentation
Figure 5-38  Key features of Airtel Nigeria microinsurance product: Padi4Life
Figure 5-39  Insurance telematics workflow
Figure 5-40  Global microinsurance users (in million), 2007-2013
Figure 5-41  Global microinsurance users forecasts (in million), 2014-2020
Figure 5-42  Global cellular M2M connections in retail industry (in million), 2014 - 2020
Figure 5-43  Cellular M2M connections in retail industry by region (in million), 2014 - 2020
Figure 5-44  TomTom Business Solutions installed base – Active subscriptions (in thousands), 2006-2014
Figure 5-45  Global connected car telematics revenue (in US$ billion), 2014-2020
Figure 5-46  Global connected car telematics revenue by segment (in US$ million), 2014-2020
Figure 5-47  Global connected car shipment (in million), 2014-2020
Figure 5-48  Global connected car shipment by technology (in million), 2014-2020
Figure 5-49  Global asset tracking & fleet management market revenue (in US$ billion), 2014-2020
Figure 5-50  Asset tracking & fleet management market revenue by region (in US$ billion), 2014-2020
Figure 5-51  Singapore's Smart Nation Platform (SNP) model
Figure 5-52  Energy value chain of electric vehicle charging industry
Figure 5-53  Magyar Telecom revenue breakdown (in HUF million), 2012 & 2013
Figure 5-54  Telekom Hungary revenue breakdown (in HUF million), 2012 & 2013
Figure 5-55  Magyar Telecom revenue breakdown (in HUF million), 2012 & 2013
Figure 5-56  Magyar Telecom revenue from energy services (in HUF million), 2012 & 2013
Figure 5-57  M2M connections in utilities sector (in billion), 2014-2020
Figure 5-58  Global M2M connections in utilities sector by region (in million), 2014-2020
Figure 5-59  Global M2M connections in utilities sector by type (in billion), 2014-2020
Figure 5-60  Smart meter's share of utilities M2M connection, 2014-2020
Figure 5-61  Global media & entertainment revenue – Digital vs. non-digital (in US$ billion), 2014-2020
Figure 5-62  Global media & entertainment revenue – Digital vs. non-digital (in %), 2014-2020
Figure 5-63  Global home automation market revenue (in US$ billion), 2014-2020
Figure 5-64  Home automation market revenue by region (in US$ million), 2014-2020
Figure 5-65  Global video surveillance market revenue (in US$ billion), 2014-2020
Figure 5-66  Video surveillance market revenue by region (in US$ million), 2014-2020
Figure 5-67  Global telecom revenue from manufacturing industry (in US$ billion), 2014-2020
Figure 5-68  M2M revenue from manufacturing industry by region (in US$ million), 2014-2020
Figure 5-69  mKrishi value chain
Figure 5-70  Mobile education ecosystem
Figure 5-71  Global mobile education market revenue (in US$ billion), 2014-2020
Figure 5-72  Mobile education market revenue by region (in US$ million), 2014-2020
Table 2-1      Global OTT messaging growth of selected players  
Table 3-1      Enterprise mobility market revenue by region (in US$ million), 2014 – 2020  
Table 3-2      Virgin Media value proposition  
Table 3-3      Ortel Mobile value proposition  
Table 3-4      Free calls from Ortel Mobile to Ortel Mobile  
Table 4-1      4G Mobile cloud offerings  
Table 5-1      Application of telecommunications in healthcare industry  
Table 5-2      Telus health quick facts  
Table 5-3      Telus health product portfolio  
Table 5-4      Global mHealth revenue (in US$ billion, CAGR %), 2014 – 2020  
Table 5-5      mHealth revenue by region (in US$ billion), 2020  
Table 5-6      mHealth revenue by stakeholders (MNOs, device vendors, healthcare providers, content providers/ application developers) (in US$ billion), 2020  
Table 5-7      mHealth revenue by various categories (in US$ billion), 2020  
Table 5-8      Key features of T-Mobile's Mobile Money service  
Table 5-9      Safaricom’s revenue (in Kshs billion), FY 2009-FY 2014  
Table 5-10     Fast forward - Mobile marketing and wallet platform Weve  
Table 5-11     mPayment revenue by region (in US$ billion), 2014 – 2020  
Table 5-12     Tesco Bank Box insurance  
Table 5-13     Key features of Tigo Kiiray  
Table 5-14     O2, Ireland retail sector solutions  
Table 5-15     TomTom Telematics revenue (in € million), Q3 2013 & Q3 2014  
Table 5-16     Global connected car telematics revenue by segment (in US$ billion), 2014-2020  
Table 5-17     Global connected car shipment by technology (in million), 2014-2020  
Table 5-18     Magyar Telecom revenue from energy services (in HUF million), 2012 & 2013  
Table 5-19     KPI information on Magyar Telecom energy services in Hungary  
Table 5-20     Global M2M connections in utilities sector by type (in million), 2014-2020  
Table 5-21     AT&T smart security product portfolio  
Table 5-22     Home automation market revenue by region (in US$ million), 2014-2020  
Table 5-23     Video surveillance market revenue by region (in US$ million), 2014-2020  
Table 5-24     Mobile application in manufacturing  
Table 5-25     M2M revenue from manufacturing industry by region (in US$ million), 2014-2020  
Table 5-26     Application of mobile phones in agriculture  
Table 5-27     mKrishi key facts  
Table 5-28     Global mobile education trials  
Table 5-29     Blackboard's mobile education business model  
Table 5-30     Barnes and Noble's mobile education business model  
Table 5-31     Mobile education market revenue by region (in US$ million), 2014-2020  

Ordering:  
Order Online - http://www.researchandmarkets.com/reports/3758252/  
Order by Fax - using the form below  
Order by Post - print the order form below and send to  
Research and Markets,  
Guinness Centre,  
Taylors Lane,  
Dublin 8,  
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Mobile Wealth Revelations 2016
Web Address: http://www.researchandmarkets.com/reports/3758252/
Office Code: SCPLTN2G

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 3495</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 4995</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 20 Users</td>
<td></td>
<td>USD 6995</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 9995</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  Mr  Mrs  Dr  Miss  Ms  Prof
First Name: __________________________  Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________________________________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World