

MARKET INTELLIGENCE IS THE KEY TO SUCCESS

Joerg Kerler, a freelance information broker and market researcher with a long track record of experience in the telecommunications and consulting industry is a regular user of Point Topic and its range of fixed broadband research services, along with many of his peers.

“Without doubt, Point Topic provides unique country coverage and offers very detailed broadband subscriber data, pricing and product information in the market,” said Mr Kerler. “They are very well respected and their data and reports are often quoted in the press – which is a measure of how their information is valued by the industry.

“In my view they are an authority in global fixed broadband data and I must add that the accuracy, quality and completeness of their data, coupled with excellent value for money, make them one of the most cost effective organisations of their type in the analyst industry today.”

Mr Kerler uses three of Point Topic’s portfolio of services – Operator Source, Broadband Money Makers and Global Broadband Statistics. Operator Source tracks profiles of ISPs around the world and its information includes competitive analysis, tariffs, broadband speeds and content deals for customers. Broadband Money Makers reports regularly on new value added services being enabled by broadband, while the Global Broadband Statistics from Point Topic have become an industry-wide barometer for the growth of both broadband and IPTV across the world.

“I use Operator Source for the monitoring of broadband subscriptions, which is particularly useful in emerging markets such as Central and Eastern Europe. It is an important tool for benchmarking, helping me to see how markets are performing and also how individual operators are performing compared to their competition and the overall market. Point Topic can even do this in countries where figures are often very difficult to obtain,” said Mr Kerler.

The work Point Topic does in the IPTV field was also highlighted by Mr Kerler.

“IPTV is a very important issue for telecom operators today and I use the Point Topic data to track how IPTV is developing and the strategies being used all around the world. It allows me to compare progress and to perhaps learn why it is proving more successful in one market rather than another,” he said.

“The Point Topic data means I can even look at the bundles being offered and the pricing that goes with it. You will hardly find a comparable offering of this data on the market today, especially in view of the number of markets covered.”

He further stressed that he really appreciated Point Topic’s continuous commitment to gathering huge amounts of information on fixed broadband offerings on a country-by-country basis and to providing regular updates.

Broadband Money Makers is used by Mr Kerler to assess the potential for innovative broadband products and services around the world. It highlights opportunities for new revenue streams and Mr Kerler stresses that in his opinion it represents excellent value for money.

Regarding Global Broadband Statistics, he uses it in a similar way to Operator Source, to look at the overall market and track country performance.

“I would say overall that I use Operator Source the most. It is a unique product because of the information at the operator level and also the product level and the amount of detail within those operators. It would be almost impossible for me to obtain such precise information at a similar price and I really appreciate the Point Topic work here.”

“I have worked with Point Topic for several years now. Their data is timely, accurate and far reaching. It is invaluable in helping me obtaining the information I need for many research projects,” concluded Mr Kerler.