



BUSINESS SERVICES AND OTT

Paul Adams
August 2015



OTT: ENOUGH TO LOSE YOUR APPETITE?

12 Bites to Eat Your Competitor's Lunch

THE FIVE FORCES THAT SHAPE INDUSTRY COMPETITION

When doing business, each day brings about new competitive challenges. In fact, as an entrepreneur, you must remain postured for battle in order to ensure that you are perpetually driving to sustain or increase market share relative to your vertical industry sector. You must be aware of and able to strategically consider the following five competitive forces (Porter, 1979):

Industry Rivalry

Rivalry Among Existing Competitors

New Entrants

Threat of New Entrants

Suppliers

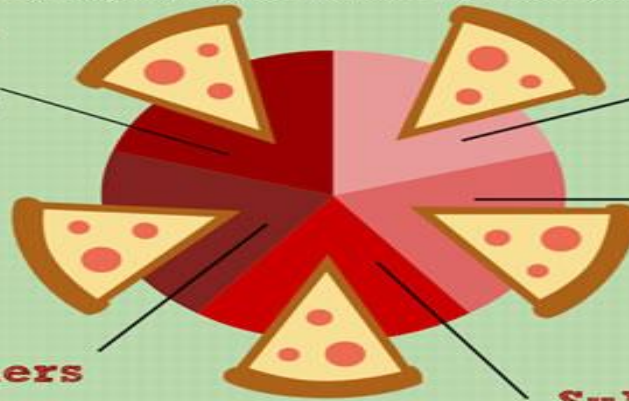
Bargaining Power of Suppliers

Customers

Bargaining Power of Buyers

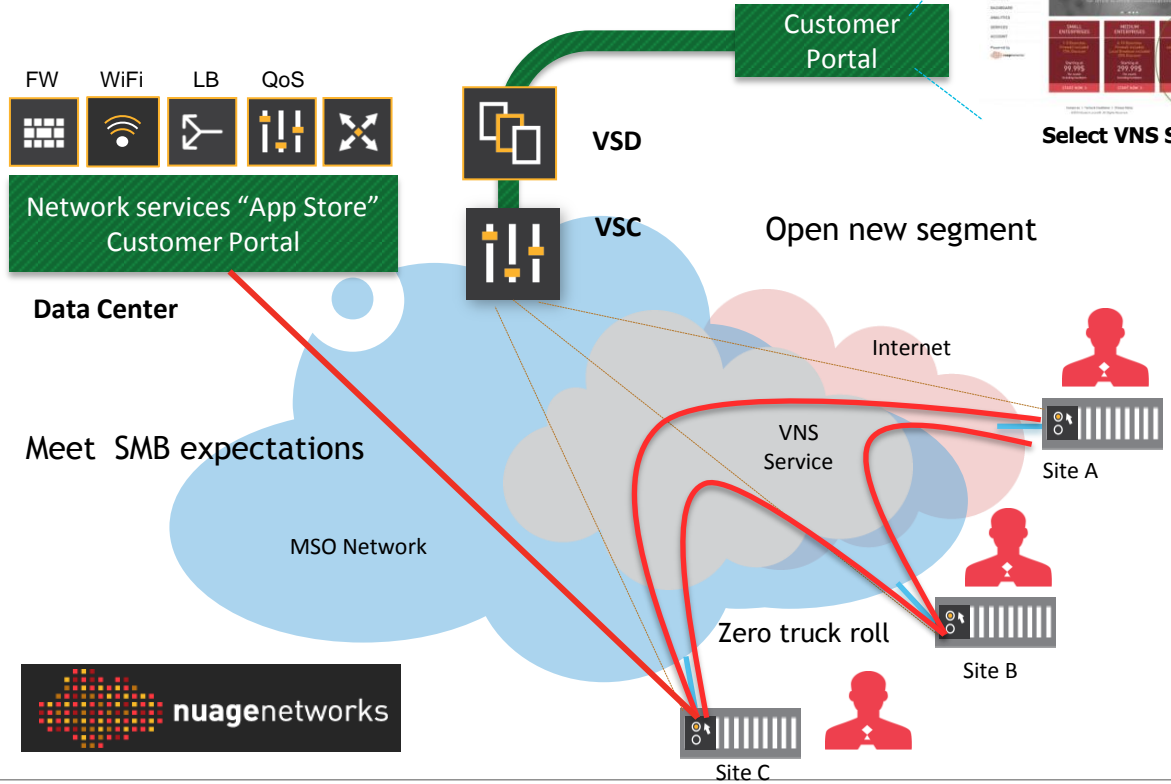
Substitutes

Threat of Substitute Products or Services

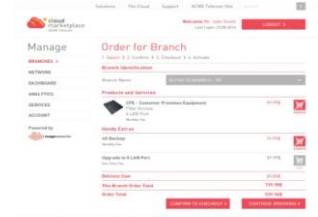


Virtualized Network Services (VNS)

Disruptive cloud powered OTT service for SMB



Select VNS Service



Order Branch Equipment



Network Services Catalogue

