

EVOLVING COMPETITIVE TELECOM STRATEGIES ANALYTICAL REPORT

EXECUTIVE SUMMARY

CLECs of today no longer operate with the intention of transforming themselves into “mini-ILECs” offering the same, albeit cheaper, suite of products. Instead, to convert new customers and take market share from the incumbents, CLECs have been investing in advanced technology platforms in order to introduce more innovative IP-based service portfolios to an increasingly targeted customer base.

NPRG’s *Evolving Competitive Telecom Strategies Research Brief* examines how CLECs are changing in order to survive in the rapidly evolving voice and data services market. This report analyzes contemporary CLECs’ organizational strategies, specifically the key areas of network architecture and customer acquisition & retention. This brief also features representative case studies that compare and contrast different approaches that CLECs have take with regards to their operational and customer strategies and provides key details and analyses on the following:

- CLEC Organizational Structures
- Grooming the Customer Base
- Technology Platforms
- CLEC Service Portfolios

The *Evolving Competitive Telecom Strategies Research Brief* is only one of the standalone reports available to be drawn from NPRG’s Continuous Information and Advisory Service (CIAS). This subscription-based service provides clients with access to the entirety of NPRG’s strategic and analytical resources, spanning our extensive coverage of the telecommunications market. Through the dynamically updated CIAS portal we offer information, analysis and actionable data on a broad range of industry sectors. Supporting this service is our extensive Company Coverage Library, which contains dynamically updated profiles of over 2,000 players within the industry.