



Corporate Presentation

Experienced, in-depth research on ICT innovations and the transformations they create

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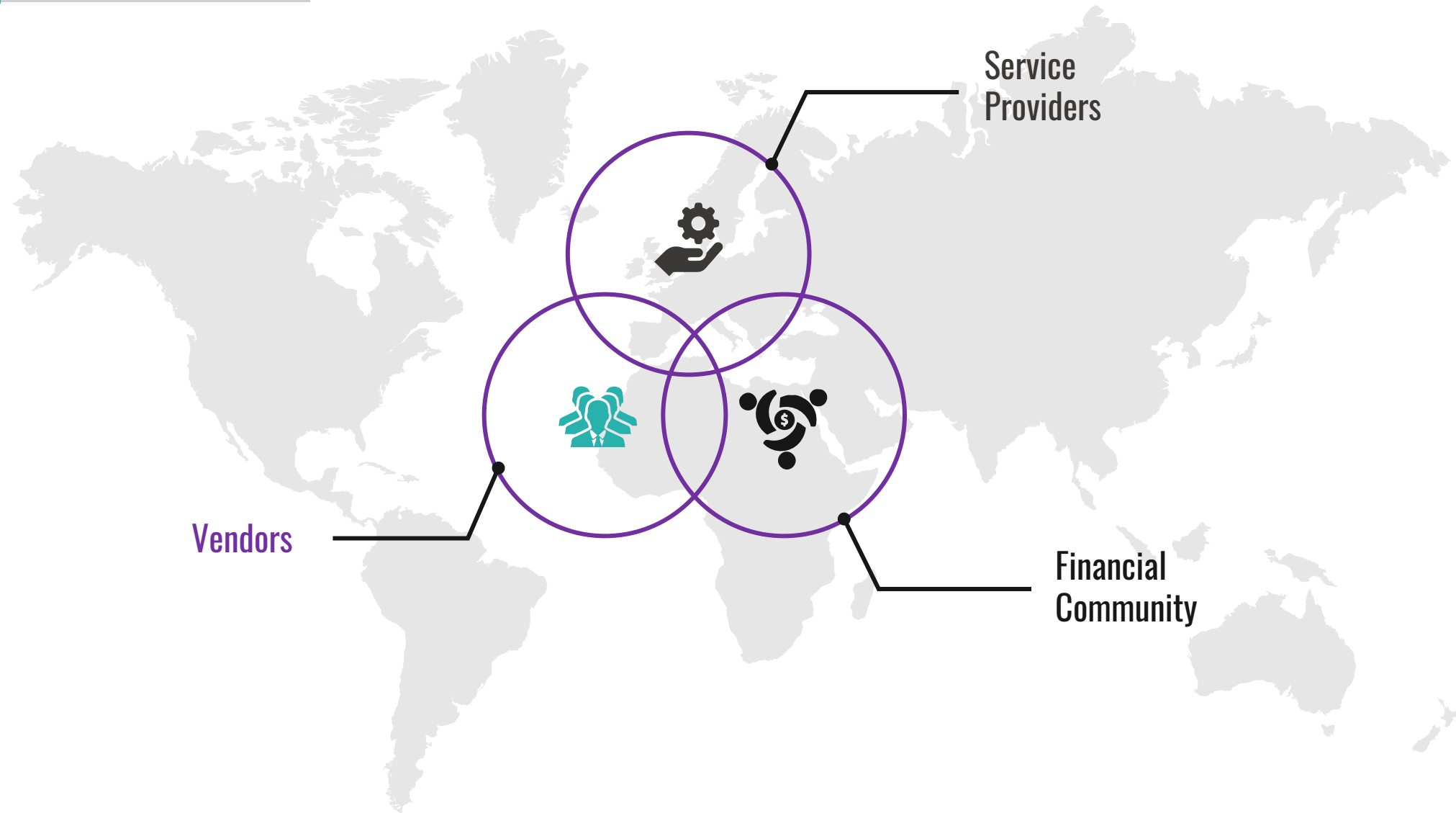
Our Vision

We research the technologies powering a cloud-native, fully connected world: virtual + physical compute, virtual + physical networking, SDN, NFV, analytics, orchestration + automation in mobile/wireless, wired, SD-WAN, MEC, IoT, routing, switching, optical, cable + hyper-scale environments.

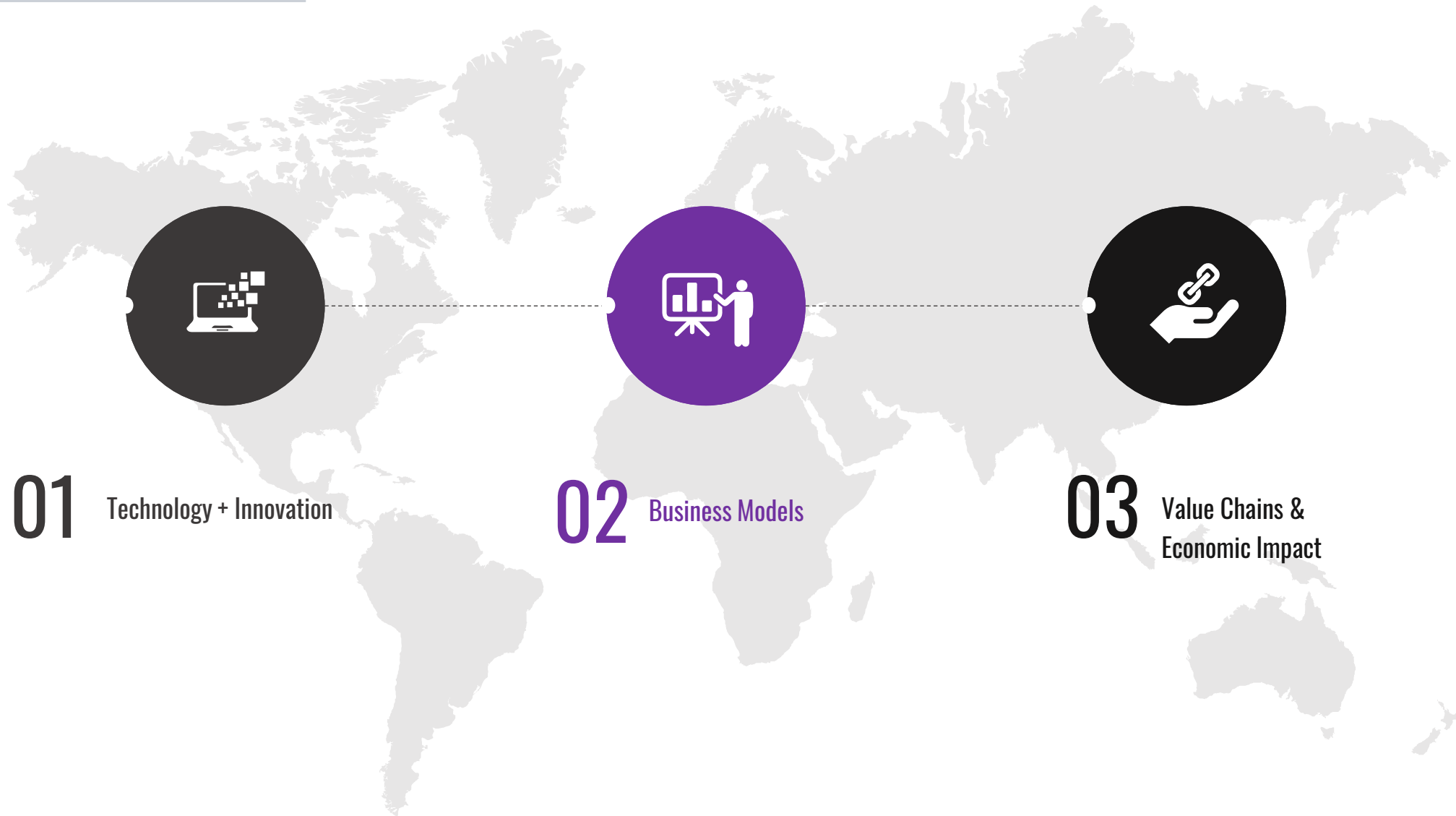
We deliver the skills, insights, services and materials to help our clients master their own transformations.

We deliver these outcomes in person, at industry forums, in online content, published materials, in collaboration with our clients, and via independent research.

Communities That Use Our Research



Transformations We Research





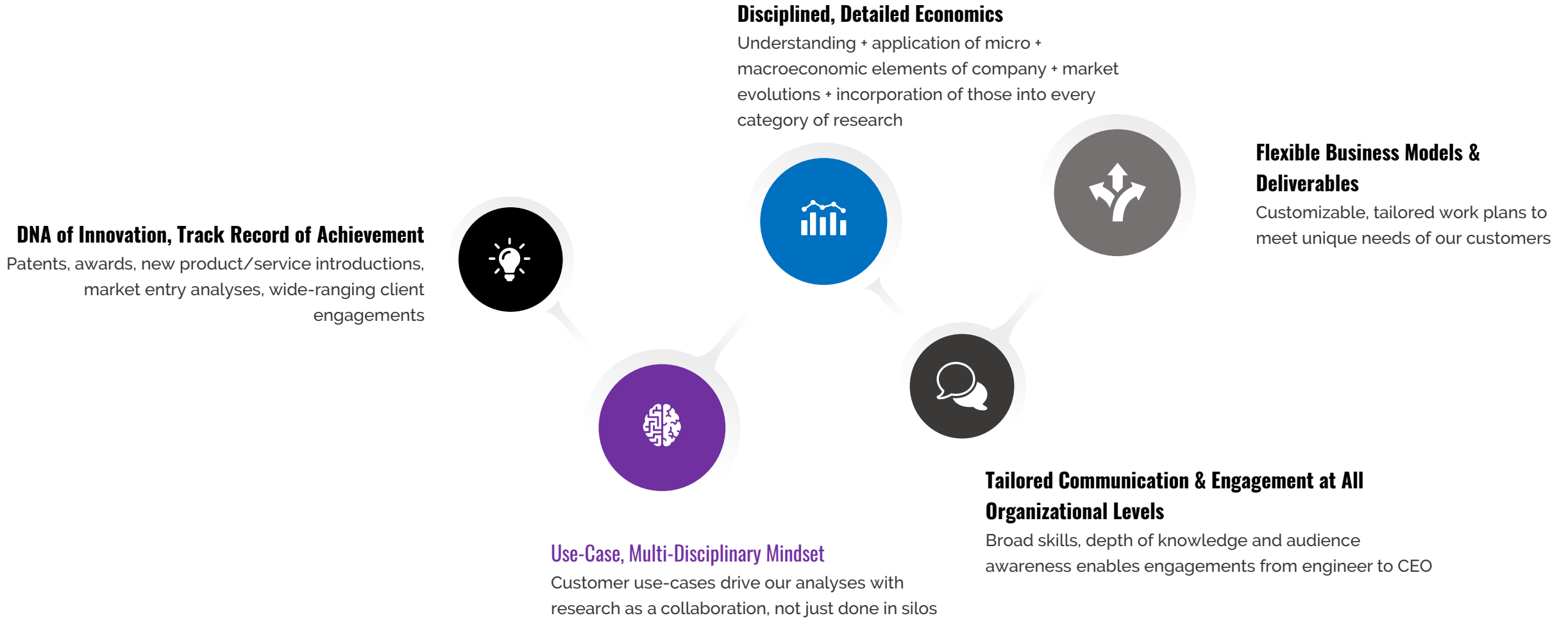
Our Team

Our experts come from the service provider field, from vendors that build products for SPs or have designed/built some of the largest global networks.

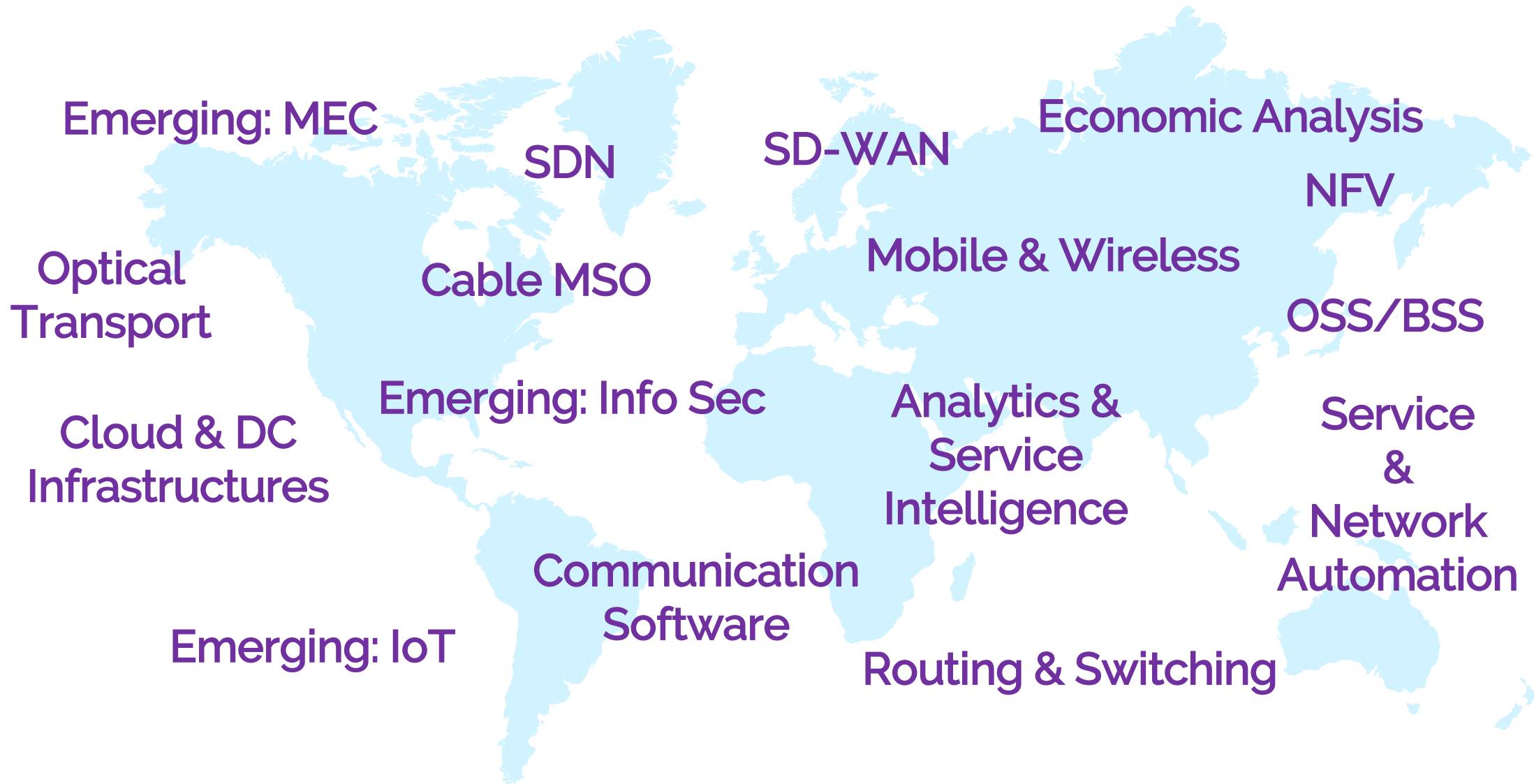
Our analysts are experienced innovators, experts in their fields who provide thoughtful and probing analysis about emerging technologies, markets and solutions.

Their analyses and insights are based on years of experience developing and delivering products, navigating industry transformations, and standing for the results in their communities.

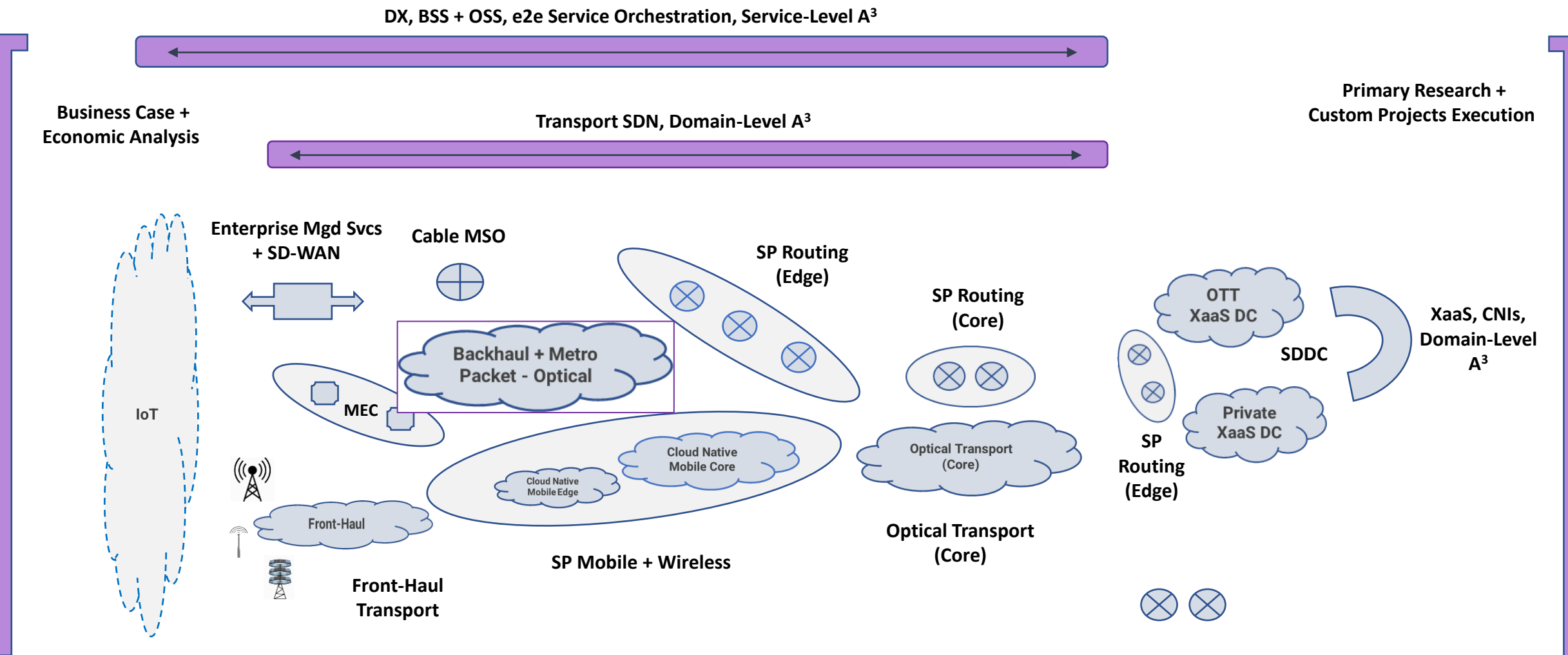
Strategy: Different by Design



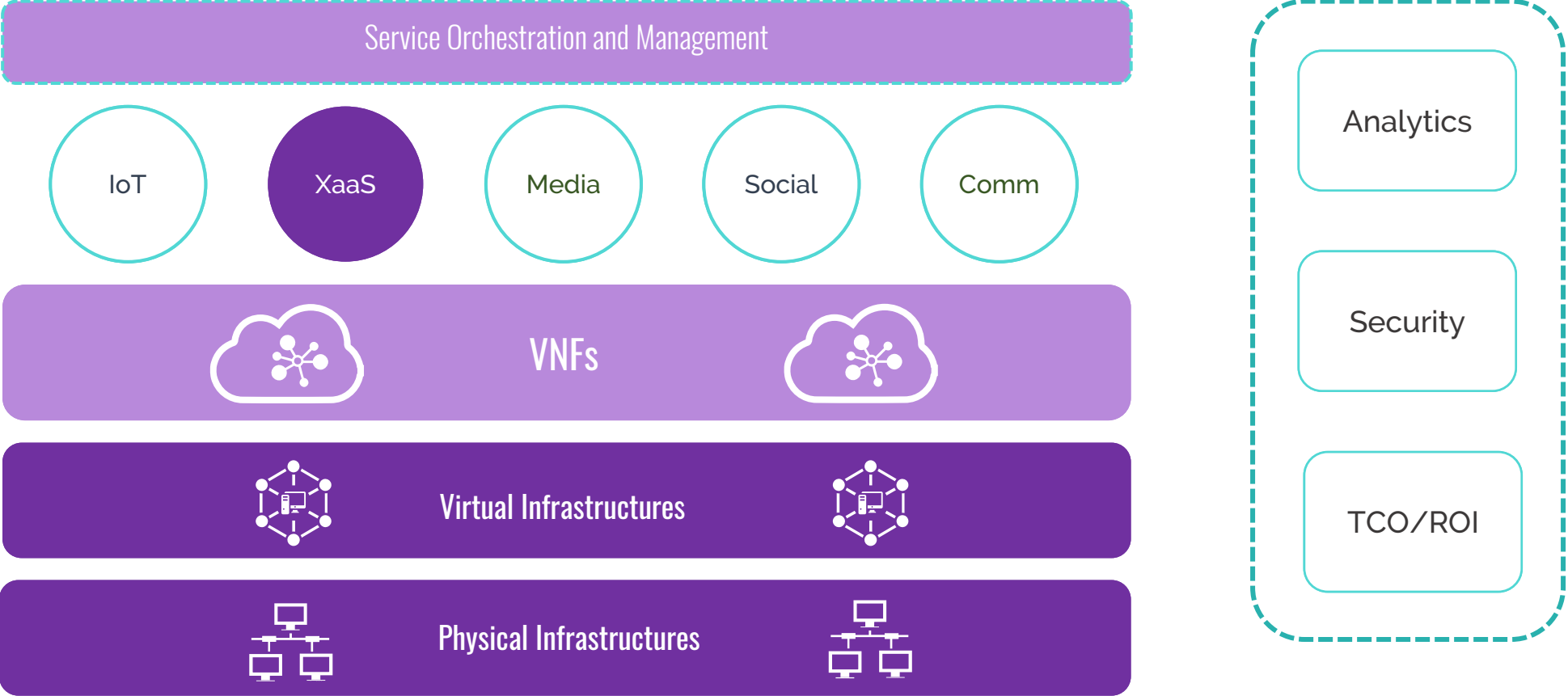
Analysts' Areas of Focus



Analysts' Coverage Areas



ACG's Agile Service Delivery Framework



Industry landscape transforming into a collection of agile providers of an expanding range of ubiquitously accessible applications

To deliver apps successfully, systems are transforming from closed and relatively cumbersome designs to solutions that are an order of magnitude more open and programmable to support greater innovation and efficiency in operations

Menu of Services

Market Forecasts + Analyses

- *Predicting Segment Trajectories*
- *Identifying Sources of Demand*

Sector Analysis + Market Shares

- *Stakeholder Positions*
- *Innovation + Early Adopter Spotlights*

Economic + Business Case Analyses

- *Opportunity ranking + selection*
- *Solution TCO + ROI analysis*

Industry Opinion + Perspective Papers, Talks

Retainers

- *Category Developments*
- *Portfolio Strategy*
- *Opportunity Analysis*

Custom Studies

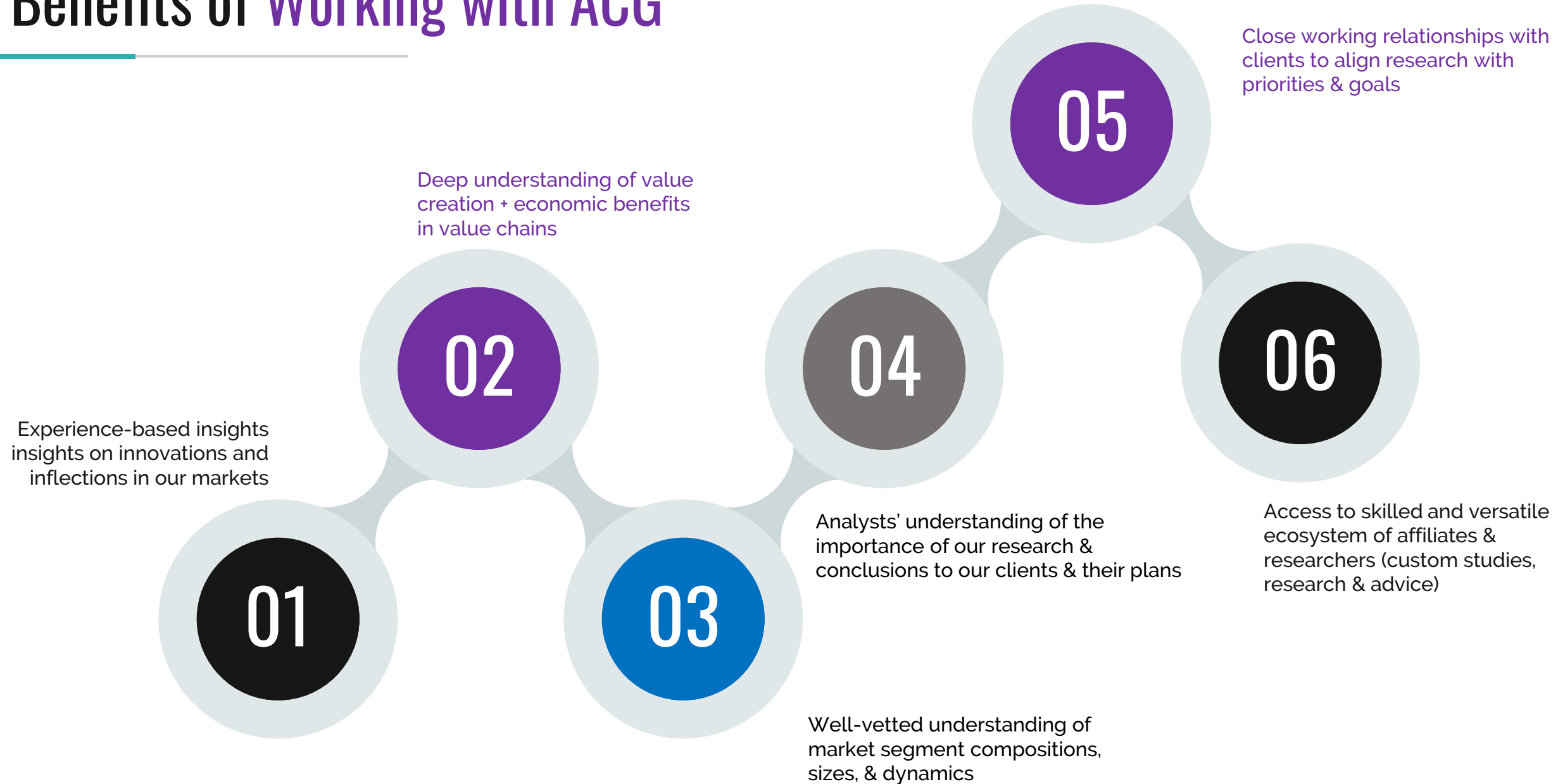
- *Customer buying criteria*
- *New technology adoption patterns*
- *New product market entry plans*



Collaborative Approach to Research



Benefits of Working with ACG

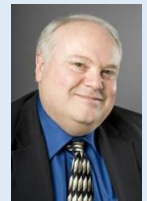


Analysts' Profiles



Rick Talbot

- MBA, BS in Engineering
- 40+ years ICT Background
- Director of Network Strategy
- Vendor & Service Provider



Mark Mortensen

- Ph.D. Experimental Physics
- 20 Years R&D Bell Labs
- 10 Years CMO Network Planning Software Companies
- 10 Years Analyst



Peter Fetterolf

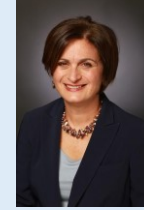
- Ph.D. Systems Engineering
- 35+ years of in the networking industry
- Cisco Systems, marketing, strategy, business analysis
- Founder and VP of engineering, Ignitus Communications (optical networking company acquired by Lucent)
- Senior consultant Arthur D. Little, Inc.
- Assistant Professor of Electrical, Computer & Systems Engineering, Boston University

Analysts' Profiles



Ray Mota

- 30 years in telecom industry
- Expertise in networks, managed services, cloud computing, operational efficiency & business modeling
- Focus on design, implementation, and troubleshooting of networks
- Developed cloud applications and has a software patent
- Routing, SD-WAN



Liliane Offredo-Zreik

- Senior telecom executive & industry advisor
- Senior roles in telecom, cable operators, vendors, & investors
- Marketing, strategy, product development & market intro
- Corporate strategy, product strategy, market introduction & due diligence
- MBA, M.ENG EE

Analysts' Profiles



Paul Parker-Johnson

- 40+ years in large-scale ICT systems analysis, development & market intro
- 5 years transaction processing & network design & implementation, NY finance sector, IBM
- 10 years experimental & production packet network design, product dev & intro, BBN Communications & LightStream Corporation
- 3 years ASIC based routing platforms research, MPLS routing protocols development & core routing product introductions, Cisco Systems
- 7 years new routing & switching products market analysis, development & intro, Juniper Networks
- 3 years cloud computing & data center networking solution develop & introduction, Juniper Networks
- Graduate study in international economics & business, Columbia University

Areas of Focus

Analyst	Service
Rick Talbot rtalbot@acgcc.com	Packet Optical Transport, Data Center Interconnect, Transport/Multi-Layer SDN, Next-Generation Mobile Anyhaul
Peter Fetterolf pfetterolf@acgcc.com	Business Case Analysis
Mark Mortensen mmortensen@acgcc.com	Transport Network & Service Orchestration
Ray Mota rmota@acgcc.com	SD-WAN, Segment Routing & Carrier Routing Switching
Ray Mota rmota@acgcc.com	Mobility, 5G, MEC, CRAN, Mobile Core (EPC), MEC, cRAN
Lillian Offredo-Zreik loffredo@acgcc.com	Cable Infrastructure & Software-Enabled Business Services, SD-WAN, Digital Transformation
Paul Parker-Johnson pj@acgcc.com	Data Center SDN, NFV, Cloud & Virtual System Infrastructures, DC Fabrics, SDN,NFV, Multicloud, MEC, cRAN

Areas of Focus

Analyst	Service
M Srikant msrikant@acgcc.com	Machine Learning, Automated Intelligence, Private, Hybrid, Distributed, Multi-Cloud
Sathya Atreyam sathya@acgcc.com	Private Wireless, Edge Cloud, Compute
Quantitative Analysts	Design and build custom TAMs for ACG coverage areas: worldwide, regional and country-specific for all ACG's syndicated services

Offerings

1. Syndicated Research

- Two Forecast Reports/4 Market Share Report: Frequency based on market segment + client preference
- Periodic Analyst Engagement: Frequency, range + depth of engagement arranged in agreement with each client
- Briefings on product, strategy, vision from vendor to present to analyst
- Market trends and driver discussion
- Media/press reference
- Competitive landscape discussion; note anything that is NDA is not discussed

Numbers Only: Service includes market share reports (data, Excel) and limited access to analyst.

2. Market Impact Report: Two-to-four-page analysis of product, service or industry announcement. Client only has access to market impacts for the service the client is purchasing.

3. Business Case Analysis: Independent and unbiased business case analysis. TCO and ROI sales tools and whitepapers provide quantitative support for product and service value propositions.

Services

4. Service Creation Workshops: Assist clients with strategic service creation via interactive workshops. By utilizing the knowledge of experts, help clients align thoughts, goals and objectives of their management team, bring in the most recent and relevant thinking from experts, ensure that all issues are covered, and, above all, make breakthrough progress on issues that seem to be stuck in internal discussions. Full-day, includes follow-up summary of workshop. Design and conduct workshops to achieve company objectives for:

- Developing scenarios for the industry
- Creating new products and services
- Identifying and making strategic choices for the direction of the firm
- Evaluating new markets
- Developing technology strategy
- Identifying diversification opportunities

5. Strategy + Action Planning Workshops:

- Half-day to two days with client/staff responsible for decision making and external experts
- Incorporate techniques to encourage broad-based creative thinking and problem identification
- Focus the discussion to identify actionable choices

Services

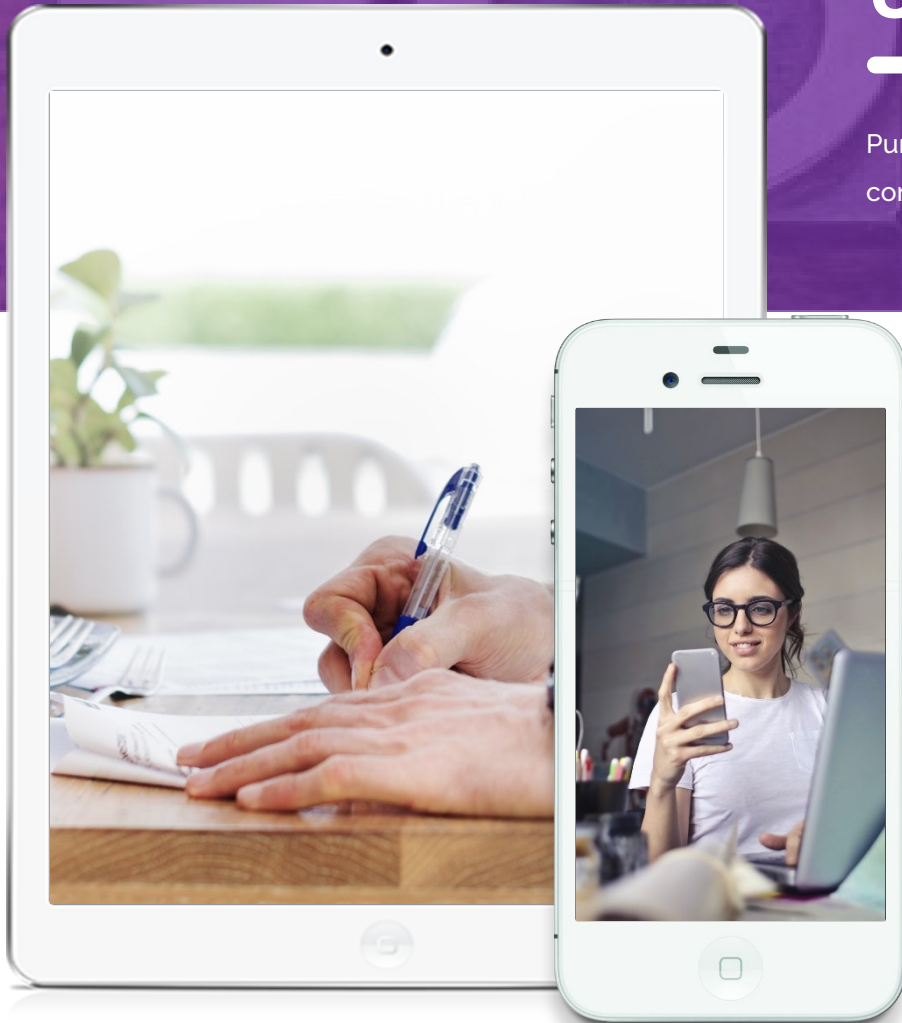
6. **Whiteboard Videos:** Analyst giving a short synopsis of the market, trends, drivers, numbers and outlook of key applications and economic trends or topic of client's choosing. Video is distributed via YouTube, announcement to ACG's client list, ACG newsletter and posted on ACG's website and blog site.
7. **HotSeat Video:** Analyst discusses a topic with client and interviews client about product or service. Client uses a whiteboard to demonstrate concepts. Video is distributed via YouTube, announcement to ACG's client list, ACG newsletter and posted on ACG's website and blog site.
8. **Whitepapers:** Research and analysis on client's choice of topic. Paper or Market Impact is posted on ACG's website and notification is to ACG's client list, links sent via ACG newsletter and blog site.
9. **Speech/Presentation:** ACG present on industry trends to the subject of the customer's event.

Services

- 11. Custom Surveys & Research:** ACG has a database of 6,000 service providers as well as a set of research affiliates with whom we can collaborate in addressing vendors' + service providers' questions on market timing, customers' adoption preferences, value of alternative approaches, and other aspects of product, service, GTM execution + overall market evolutions.
- 12. Webinar Participation:** Analyst participates in a client sponsored webinar. Capacity determined by client.
- 13. Executive Retainer:** Analyst provides services to executive team based on client goals.
- 14. Moderator Role:** Analyst participates on client panels in the role of moderator..
- 15. Blogs:** Analyst provides a custom blog of 600-800 words on client's topic.
- 16. Analyst Research:** Analyst depth on use cases, tech, econ, getting started.
- 17. Podcast:** Analyst develops a custom podcast of the client's topic of choice. Packages of 1, 3, 5.

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Press releases



Presentations



Distribution within the organization



Distribution to customer's clients

Company Information



Focused on innovation,
technology & market
transformations