IT & TELECOMMUNICATION MARKET
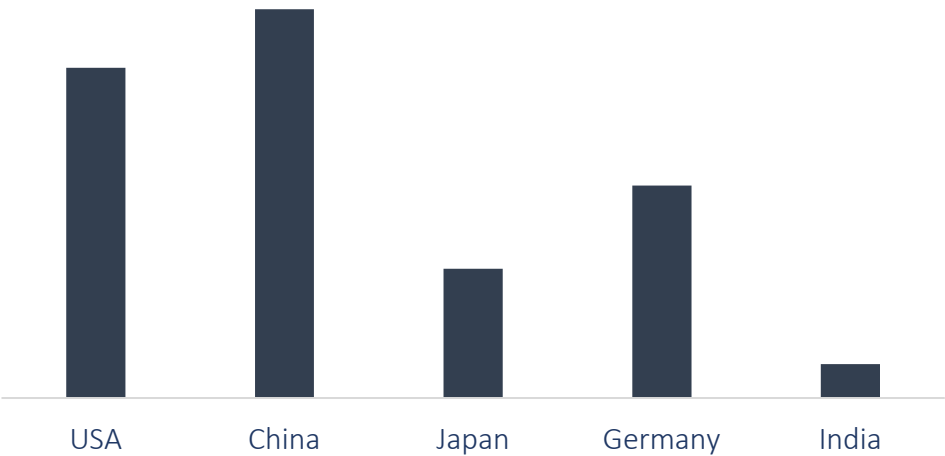
INDUSTRY SNAPSHOT
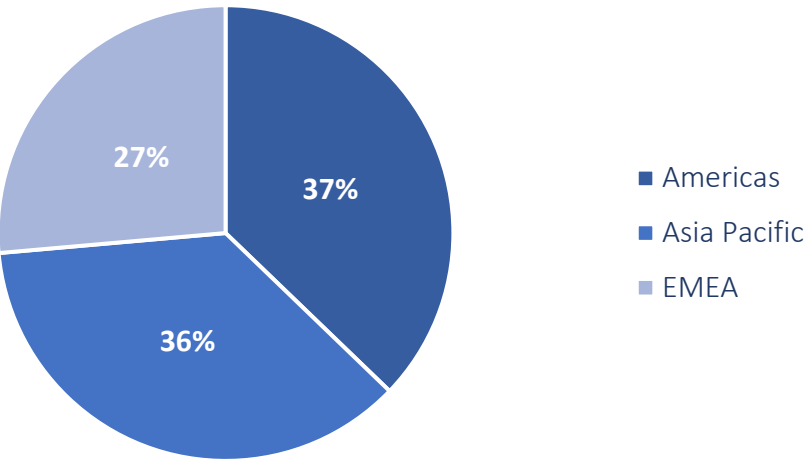
2025

IT & TELECOMMUNICATIONS

TOP 5 COUNTRIES FOR IT AND TELECOMMUNICATIONS MARKET (2024)

Bar chart: USA, China, Japan, Germany, India

TELECOM SERVICES REVENUE 2024 BY REGION

Pie chart:
- 37% Americas
- 36% Asia Pacific
- 27% EMEA

TOP B2B IT AND TELECOMMUNICATION GLOBAL MANUFACTURERS

Manufacturer	Headquarters	Employees	Website	USP
CISCO	San Jose, California, USA	~ 80,000	www.cisco.com	Leading provider of networking hardware and software, renowned for its robust and scalable solutions.
HUAWEI	Shenzhen, Guangdong, China	~ 200,000	www.huawei.com	Offers a comprehensive range of telecommunications and enterprise equipment, recognized for innovation in 5G.
NOKIA	Espoo, Finland	~ 88,000	www.nokia.com	Provides end-to-end networking solutions, with and emphasis on 5G and IoT technology.
ERICSSON	Stockholm, Sweden	~ 100,000	www.ericsson.com	Specialized in mobile and fixed broadband networks and innovate 5G infrastructure and services.
DELL Technologies	Round Rock, Texas, USA	~ 133,000	www.delltechnologies.com	Delivers a broad portfolio of IT solutions, including servers, storage, and networking hardware, with a focus on secure enterprise products.
intel	Santa Clara, California, USA	~ 120,000	www.intel.com	Leading semiconductor manufacturers known for networking components and processors for data centers and enterprise IT infrastructure.
IBM	Armonk, New York, USA	~ 345,000	www.ibm.com	Offers a range of enterprise IT solutions, including cloud computing, AI, and mainframe systems.
ORACLE	Austin, Texas, USA	~ 130,000	www.oracle.com	Known for its database management systems and enterprise software solutions.

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TRENDS AND DEVELOPMENTS WITHIN THE IT & TELECOMMUNICATIONS GLOBAL MARKET

	Artificial Intelligence Integration	AI is revolutionizing IT and telecom by optimizing network performance, automation customer interactions, and enhancing predictive maintenance, With the advancements in generative AI and machine learning, telecom operators are deploying intelligent chatbots, personalized recommendations, and real-time data analysis to improve service efficiency and user experience.
	5G Expansion	The rapid rollout of 5G networks is transforming connectivity, enabling ultra-fast data speeds, low latency, and support for massive IoT developments. Telecom companies are scaling infrastructure to enhance mobile broadband, facilitate smart city applications, and drive innovations in autonomous vehicles and remote healthcare.
	Cloud Computing Growth	Cloud adoption continues to surge as businesses shift to hybrid and multi-cloud environments for greater flexibility, scalability, and cost efficiency. The rise od edge computing further complements cloud services, allowing faster processing closer to end-users and enabling real-time applications like IoT and AI-driven analytics.
	Increased Cybersecurity Measures	With growing cyber threats targeting IT and telecom networks, companies are implementing more advanced security protocols, including AI-powered threat detection, zero-trust architecture, and blockchain for secure transactions. Governments and enterprises are also investing in regulatory compliance and cybersecurity frameworks to safeguard digital assets.
	Sustainable Infrastructure	The industry is prioritizing eco-friendly solutions by integrating energy-efficient data centers, renewable-powered telecom towers, and recyclable hardware components. Green networking technologies, such as AI-driven energy management and carbon-neutral cloud services, are becoming key pillars of corporate sustainability initiatives.
	Data Center Construction	The demand for high-performance computing and storage is driving a boom in data center construction worldwide. Hyperscale facilities and modular data centers are being deployed to support the exponential growth of cloud services, AI processing, and big data analytics, ensuring seamless global digital infrastructure expansion.
	Enhanced Satellite Solutions	Next generation satellite technology is improving global connectivity, bridging digital divides in rural and remote areas. Advancements in low Earth orbit satellite constellations are enhancing broadband coverage, enabling high-speed internet access, and supporting emerging applications in defense, maritime, and space exploration industries.

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RECENT DEVELOPMENTS BY REGION

AMERICAS

- **HPE's Acquisition of Juniper Networks Faces Department of Justice Challenge**

  Hewlett Packard Enterprise (HPE) announced plans to acquire Juniper Networks for $14 billion, aiming to enhance its networking and AI capabilities. However, the U.S. Department of Justice has sued to block the acquisition, citing concerns over reduced competition and innovation. HPE argues that blocking the deal would benefit competitors like Cisco and other foreign companies such as Huawei.

- **Ban on China Telecom Operations in the USA**

  As of 2024, the U.S. Commerce Department increased efforts to crackdown on China Telecom's USA unit, expressing security threats with American data through the cloud and internet services. This was followed by the Federal Communications Commission's previous decision to revoke the right of operations in the United States.

ASIA PACIFIC

- **Google's Plan to Expand Subsea Cable Systems**

  Google is expanding the subsea cable connection to enhance Australia's digital resilience and mitigating disruptions. The project will support Australia's digital pathways to Asia and the South Pacific. Meta and Amazon also have subsea cable projects planned globally.

- **TPG Telecom Acquired by Vocus**

  Australia's TPG Telecom agreed in 2024 to sell its fiber and fixed network infrastructure assets to Vocus, a telecommunication group owned by Macquarie for approximately $5.2 billion. The acquisition includes enterprise, government, wholesale, and residential broadband businesses, and TPG retains its mobile and fixed retail operations.

EMEA

- **Nokia secures contract with Deutsche Telekom**

  As of January 2025, Nokia was awarded a contract with Deutsche Telekom to deploy a mobile network using open radio access network technology across more than 3,000 sites in Germany. The initiative aims to replace existing equipment from competitor Huawei, marking a significant shift in Deutsche Telekom's supplier strategy.

- **Fincantieri and Telecom Italia's Collaboration**

  At the end of 2024, Telecom Italia announced a partnership with a shipbuilding company, Fincantieri for the protection and surveillance of submarine telecommunication cables. This collaboration supports Italy's focus on critical infrastructure for their technological growth, connectivity, and digital security.

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