

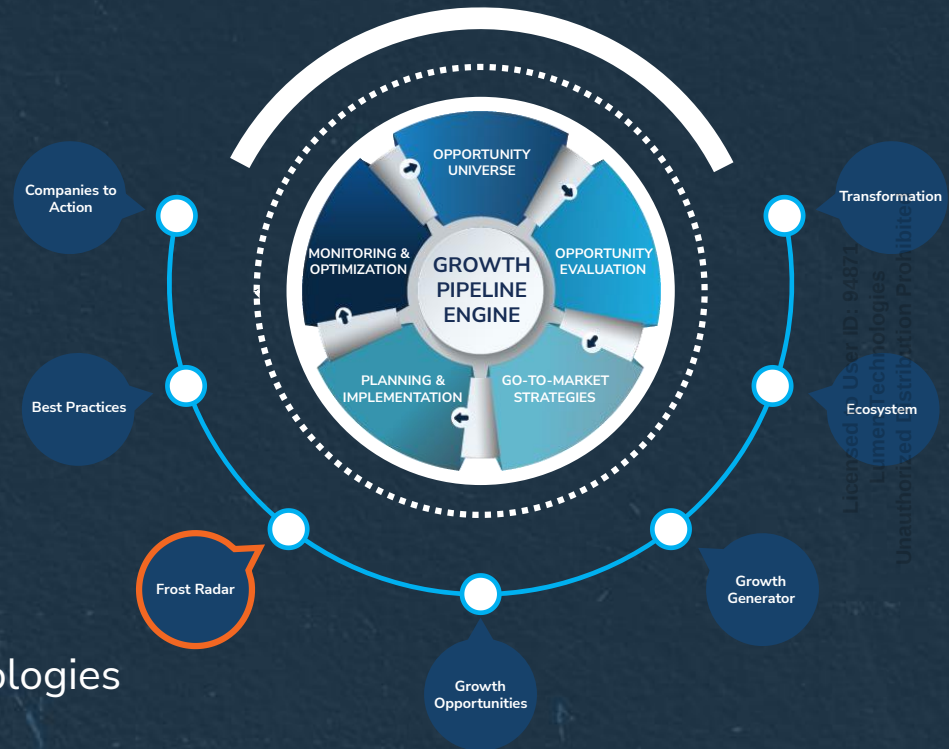
Frost Radar™: Enterprise Network Services, 2026

A Benchmarking System to Spark
Companies to Action - Innovation
That Fuels New Deal Flow and
Growth Pipelines

Global Information & Communications Technologies
Research Team at Frost & Sullivan

Authored by: Stephen Thomas

Contributors: Leandro Agion, Amrit Singh



KC1E-63

June 2026

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Strategic Imperative and Growth Environment



Strategic Imperative

- Enterprise network services are undergoing a shift from connectivity-centric offerings to intelligent, software-defined digital infrastructure platforms. Declining unit economics for bandwidth continue to pressure revenue growth, despite exponential traffic increases driven by cloud, edge, and AI workloads. In response, network service providers (NSPs) are accelerating their transition to higher-value services, embedding automation, observability, and integrated security into differentiated, outcome-based offerings. The ability to combine network, cloud, and security into a unified, programmable service fabric is now a core competitive requirement.
- A defining transformation in 2026 is the rise of AI-native operations and observability. AI-driven observability across network, security, and digital experience layers is becoming foundational, enabling predictive performance management, automated root cause analysis, and increasingly autonomous operations. This marks a shift from reactive service assurance to proactive, experience-led network management, positioning network experience as a key differentiator.
- Hybrid, multicloud networking architectures are evolving to support “data everywhere.” The rapid growth of AI training and inferences accelerates distributed applications and real-time workloads, all causing a demand for low-latency, high-capacity connectivity between data centers, clouds, and edge locations. Operators are investing in high-performance optical infrastructure and easy-to-connect cloud interconnects while evolving networks into software-defined, telemetry-rich platforms.
- Connectivity itself is being redefined through programmable, on-demand consumption models. The industry is shifting toward network-as-a-service (NaaS), API-driven provisioning, and usage-based pricing. This requires providers to modernize infrastructure and operating models, moving toward software-centric platforms, subscription-based revenue streams, and tighter alignment between product, engineering, and commercial teams.

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Strategic Imperative (continued)

- As enterprise environments become even more distributed, simplifying multivendor ecosystems has emerged as a priority. Enterprises continue to adopt best-of-breed solutions across networking and security domains, increasing complexity and operational risk. Providers are responding with AI-assisted orchestration, unified policy management, and integrated observability to deliver consistent performance and maintain zero trust security postures across diverse environments.
- The competitive landscape is also being reshaped by industry consolidation and scale economics. Accelerated M&A activity is enabling providers to expand the fiber footprint, enhance AI-ready infrastructure, and vertically integrate network, cloud, and security capabilities. Scale, integration expertise, and the ability to modernize acquired assets are becoming key differentiators in capturing enterprise demand.
- Geopolitical fragmentation and regulatory pressure around security and privacy are driving demand for sovereign and compliant networks. Enterprises and governments increasingly require jurisdictional control, auditability, and compliance-by-design architectures. This is influencing provider selection, routing strategies, and service design, elevating trust, transparency, and regulatory alignment as critical decision factors. Security expectations also are increasing because networking and telecom is critical infrastructure.
- The “harvest now, decrypt later” trend is driving quantum-safe networking and is seen as a strategic consideration. While still nascent, investments in post-quantum cryptography and quantum-resilient architectures are becoming relevant for regulated industries and long-term data protection strategies. Thus, quantum safe is now a key consideration for network strategy and operations.

Strategic Imperative (continued)

- Environmental, social, and governance (ESG) commitments, led by Europe, are shaping infrastructure design, procurement, and lifecycle management, with providers leveraging virtualization, renewable energy, and AI-driven optimization to reduce energy consumption and emissions, reinforcing sustainability as an operational imperative and a competitive differentiator.
- Commercial models are evolving through the emergence of network service marketplaces. The platforms are transforming how services are discovered, procured, and delivered, enabling digital distribution, partner ecosystem expansion, and service chaining across multivendor environments. Marketplaces are central to scaling NaaS and cloud-integrated connectivity offerings.
- Blockchain and distributed ledger technologies are beginning to enhance operational efficiency across multiprovider ecosystems and mitigate a plague of billing mistakes and service-level agreement (SLA) credit timelines. Ledger technologies enable automated SLA enforcement, real-time settlement, and trusted data exchange, reducing friction in interconnection and supporting more transparent, outcome-based commercial models.

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Growth Environment

- The latest [OECD Economic Outlook](#) points to a moderating global growth trajectory, with global GDP estimated at approximately 3.4% in 2025 and slowing to 2.8% in 2026 before recovering modestly to 3.1% in 2027. This reflects a notable downward shift in expectations compared to prior forecasts, driven by geopolitical disruptions, trade tensions, and elevated uncertainty.
- Growth remains uneven, with emerging markets growing at higher rates than the advanced economies, such as the United States and Europe, are expected to slow to roughly 1–2% growth levels. Even with Europe and the United States at lower levels, the G20 (top 20 countries) are only expected to do slightly better at 3.0%. Overall, the OECD states the macroeconomic environment remains highly uncertain.
- The network services market is expected to continue underperforming global GDP growth of 2.8% given its influence of US and European economies and is a reason why industry revenue growth remains in the low single digits. The second reason is that the industry has a trend of price compression in legacy connectivity services weighing down the gains in newer segments, such as software-defined networking (SDN).
- Despite strong growth in traffic driven by cloud and AI workloads, monetization remains constrained, reinforcing the long-standing disconnect between usage growth and revenue expansion. This dynamic aligns with the broader industry imperative to evolve beyond traditional connectivity and capture value through software, platforms, and intelligent services. The operators that are performing slightly above the market average are the ones with fewer legacy services in their portfolio.

Growth Environment (continued)

- Despite macroeconomic headwinds, enterprise network services providers are capitalizing on a set of structurally durable growth opportunities driven by the convergence of AI, cloud, and software-defined infrastructure. A major area of expansion is AI-driven observability and autonomous operations, where providers are transforming traditional monitoring into predictive, value-added services that improve performance, resilience, and capabilities around user and digital experience management.
- The shift to “data everywhere” is increasing demand for hybrid multicloud and AI infrastructure, driving sustained investment in high-capacity, low-latency connectivity across data center interconnect and cloud onramps, with direct implications for growth in wavelengths and dark fiber. This trend is reinforced by continued momentum in SD-WAN and SASE, which are reshaping secure access architectures while increasing reliance on high-performance underlay services, such as DIA.
- Providers are also advancing digital consumption models through NaaS and service marketplaces, enabling API-driven automation, real-time provisioning, and more flexible commercial terms that expand revenue potential and improve customer adoption. Sovereign and compliant networking is emerging as a critical growth vector as enterprises and governments prioritize jurisdiction-aware architectures that align with regulatory mandates while enabling secure connectivity to cloud and AI platforms.

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Growth Environment (continued)

- In this environment, successful global network services providers offer these enterprise services:
 - Focusing on import/export activities, providers deliver value through regulatory guidance and compliance expertise, helping enterprises navigate regulations, particularly in markets such as India, Brazil, and China, including adherence to trade embargo restrictions in countries such as Iran and North Korea
 - Monitoring and restoring services 24x7, providers deliver value through end-to-end service-level agreements (SLAs) and globally consistent performance guarantees across the entire solution.
 - Offering value-added services, providers deliver value through integrated capabilities such as unified communications, collaboration, contact center, security, and SD-WAN and SASE services supported by consultancy and advisory expertise.
 - Supporting IT managers, providers deliver value through self-service portal interfaces that provide detailed visibility into provisioning, onboarding and offboarding, and programmability across software-defined networks.
 - Providing flexible and local billing with fixed and subscription-based models, providers deliver value through simplified commercial structures, including monthly recurring charges (MRC), setup fees, and statement of work models for professional services.

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Frost Radar™: Enterprise Network Services



In a relatively flat market with more than 30 qualified participants, Frost & Sullivan independently evaluated the landscape and selected just 12 companies to be benchmarked in this Frost Radar™. This small, carefully chosen group represents organizations that rise above the broader market, demonstrating not only strong growth but a clear capacity to innovate and lead. Inclusion is not simply recognition; it signals that a company is operating at the forefront of its industry.

This evaluation is led by Frost & Sullivan's experienced global analyst team, combining deep domain expertise with a rigorous, fact-based approach. Using our proprietary, multi-dimensional benchmarking methodology, applied consistently and validated by analysts, Frost & Sullivan ensures a fair, globally comparable, and defensible assessment of true market leadership.

Frost Radar™: Competitor Categories

GROWTH CHAMPIONS

- Companies that have achieved significant market growth through strong execution
- Compete by leveraging proven technologies, scalable business models, and operational efficiency
- Included for their ability to consistently capture demand and deliver results at scale
- Must increase investment in innovation to sustain long-term leadership

CONTENDERS

- Companies with focused strength in specific segments, use cases, or regions
- Compete through deep specialization and targeted customer relevance
- Included to demonstrate credible capabilities, though limited in scale or breadth of innovation
- Must expand both market reach and innovation capabilities to compete at scale

VISIONARY LEADERS

- Companies that demonstrate leadership across both growth and innovation at scale
- Compete by combining transformative innovation with disciplined execution
- Included for their ability to shape market direction while delivering sustained growth
- Must continue to scale innovation while defending leadership in an increasingly competitive market

INNOVATORS

- Companies that lead in technology, product innovation, and market disruption
- Compete by introducing differentiated solutions and shaping future use cases
- Included for their strong innovation capabilities, despite more limited commercial scale
- Must strengthen go-to-market execution to translate innovation into sustained growth

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Frost Radar™ Competitive Environment

- The 2026 competitive environment reflects an influential group of global providers combining AI-led operations, programmable NaaS models, multicloud integration, and large-scale fiber and partner ecosystems to drive growth in an otherwise flat market, with innovation centered on automation, observability, security, and AI-ready infrastructure platforms. Top-tier providers combine unmatched global scale, infrastructure depth, and sustained innovation. They deliver services in at least 180 countries, own subsea networks, operate both fixed and wireless assets, and support thousands of multinationals, each generating over \$4 billion in annual network services revenue. Their continued investment in R&D is evident in patent portfolios exceeding 10,000.
- AT&T Business differentiates through scale, ecosystem reach, and dynamic programmability via its AT&T Business Center platform, supported by one of the largest global enterprise footprints and extensive last-mile partnerships that enable delivery across roughly 200 countries and territories.
- Verizon Business advances a platform-led NaaS strategy with strong global reach and API-driven digital enablement, while continuing to expand infrastructure to support AI connectivity and growth in large enterprises across 180 countries.
- Orange Business excels in integrated digital infrastructure and a scalable NaaS platform named (*Evolution Platform*), supported by its convergence of connectivity, cloud, and cybersecurity and strong global reach across more than 200 countries and territories.
- Deutsche Telekom combines deep portfolio breadth with leadership in AI, sovereign cloud, and quantum initiatives, underpinned by a high-capacity Tier 1 backbone and strong vertical alignment in manufacturing, finance, healthcare, retail, and government,

Frost Radar™ Competitive Environment (continued)

- Lumen focuses on AI-driven infrastructure and private connectivity fabrics, building differentiation through deep fiber assets and programmable platforms tailored for hyperscale and data-intensive workloads.
- Colt Technology Services leads in NaaS maturity, autonomous networking, and sovereign AI-ready infrastructure, reinforced by high-performance optical leadership and a dense, highly peered European-centric network.
- Vodafone Business delivers a fully integrated NaaS and Service Hub strategy combining fixed, mobile, and satellite capabilities with API exposure to drive automation, flexibility, and enterprise-grade global connectivity.
- Comcast Business stands out in AI-driven operations and consistent above-market growth while leveraging a strong aggregation model and integrated security services to deliver uniform global enterprise experiences.
- Tata Communications differentiates through performance-driven backbone control and AI-enabled lifecycle management, supported by a highly interconnected global network and strong multicloud integration capabilities.
- GTT leverages its Tier 1 backbone and Envision platform for global orchestration, with a cloud-native architecture that keeps the majority of traffic on-net and enables high-performance connectivity across a widely distributed footprint.
- Sparkle leads in security and quantum-safe innovation, complemented by a disciplined, innovation-first model that emphasizes operationally viable NaaS and strong ecosystem integration.
- Telefónica emphasizes automation, observability, and multi-access integration, leveraging AI-driven operational platforms and a broad partner ecosystem to ensure service consistency across regions.

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Frost Radar™: Companies to Action



AT&T Business

VISIONARY LEADER

INNOVATION SCORE **4.00**

GROWTH SCORE **4.30**

INNOVATION

- AT&T advances network and cloud programmability through AT&T NetBond, which supports dynamic connectivity to cloud providers with provisioning described as achievable in 15 minutes. It strengthens embedded security for connectivity services through Dynamic Defense, which filters malicious traffic and provides premium security tiers that complement direct internet and broadband services.
- AT&T expands secure networking and cloud adjacency through direct routing or private peering relationships that include Microsoft, Amazon, Google, IBM, Oracle, Equinix, Salesforce, Akamai, Alibaba, SAP, ServiceNow, Cloudflare, and Zoom, with 13 Virtual Network Functions (VNFs) available.
- The company supports multivendor enterprise network architectures for managed services across SDWAN, SASE, and Wi-Fi, focusing primarily on Arista VeloCloud, Cisco Catalyst, Aruba Edge Connect, Cisco Meraki, Aruba SD Branch, and security stacks including Cisco Secure Access, Palo Alto Prisma, and Zscaler.
- AT&T Dynamic Defense with Palo Alto integrates AT&T's Threat Intelligence into Palo Alto Prisma Access, providing an additional layer of security beyond traditional cloud-based SSE.
- AT&T simplifies and unifies complex networks globally by orchestrating multiple access types (fiber, wireless, satellite, and cloud) into a single, flexible platform. For example, AT&T supports low Earth orbit satellite broadband across 28 countries.
- A strong patent portfolio and active leadership in standards bodies and industry forums, including GSMA, Open RAN, TM Forum, and Mplify, shape interoperability and API adoption across the ecosystem, complemented by proof-of-value trials and proof-of-concept lab engagements.

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AT&T Business (continued)

VISIONARY LEADER

INNOVATION SCORE **4.00**

GROWTH SCORE **4.30**

GROWTH

- AT&T leverages one of the largest global enterprise footprints of more than 600,000 connections (not including Fixed Wireless Access (FWA) and broadband), by delivering services in more than 200 countries, including dedicated internet access in 173 countries, wireless broadband in 71, business broadband in 113, and Ethernet services in 50.
- The company continues to expand access reach through a large last-mile ecosystem with approximately 1,150 last-mile suppliers, one of the largest in the industry.
- AT&T continues to invest in fiber expansion via Gigapower, which is a partnership with BlackRock, and the near-term focus is on wholesale and consumer expansion with the opportunity to add business revenue as buildouts mature. However, AT&T still invests in fiber on its own, as noted by its recent acquisition of Lumen's Mass Market assets for \$5 billion in 2025.
- AT&T leverages its 1.4 million-plus fiber route miles globally and has more than 3.6 million US business customer locations, with an average of 1,100 new business customer locations per day.
- AT&T reports 160,000 wavelength miles of 400 Gbps capacity and 4 million wavelength miles of 100 Gbps capacity.
- An announced \$250 billion investment in infrastructure through 2030 underscores its commitment to continued growth and sustained network investment at an industry-leading pace.

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AT&T Business (continued)

VISIONARY LEADER

INNOVATION SCORE **4.00**

GROWTH SCORE **4.30**

FROST PERSPECTIVE

- Frost & Sullivan views AT&T as a North American market leader in internet access, Ethernet, MPLS, and managed SD-WAN, with a top-tier position across multiple enterprise networking categories.
- AT&T's differentiation is reinforced by broad reach and partner scale, including delivery across roughly 200 countries and a last-mile ecosystem of approximately 1,150 suppliers allowing them ample partners to augment the last mile.
- Frost & Sullivan notes that AT&T's portfolio is increasingly shaped by strategic ventures, including Gigapower for fiber expansion and Level Blue for advanced managed cybersecurity and MDR-oriented services.
- AT&T's network and cloud integration strategy, including AT&T NetBond and embedded Dynamic Defense security, serves as a practical enabler for enterprises seeking faster cloud connectivity and improved risk reduction while positioning AT&T with legitimate threat intelligence capabilities.
- AT&T's global capabilities remain heavily oriented toward serving US-based multinational corporations. Frost & Sullivan recommends that AT&T strengthen its presence in Asia by more deliberately leveraging its existing network assets and its long-standing, in-region support centers across India, Malaysia, and Singapore.
- It should place greater emphasis on evolving its NaaS capabilities beyond dynamic bandwidth. While AT&T is recognized as an early entrant in dynamic bandwidth services, this is now only one component of a broader NaaS ecosystem. Frost & Sullivan encourages a focus on customer-facing digital capabilities, including online marketplaces, quoting, and ordering services, to simplify consumption and improve competitiveness.

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Colt Technology Services

INNOVATOR

INNOVATION SCORE **3.70**

GROWTH SCORE **3.05**

INNOVATION

- Colt continues to lead in NaaS innovation through its mature On Demand platform, with real-time provisioning, elastic bandwidth, and consumption-based commercial models forming the foundation for next-generation AI-driven network services. The company has integrated Ethernet and IP platforms into a single infrastructure, and it is among the first global providers to deliver 400G services and one of the earliest to operationalize 800G capabilities.
- Colt supports secure and flexible managed services through a comprehensive SD-WAN, SSE, and SASE ecosystem, partnering with vendors that include Versa, VMware, Cisco, Palo Alto, Juniper, Netskope, Fortinet, HPE Aruba, Meraki, and Zscaler.
- Colt has embedded intelligence and collaboration innovation into its communications portfolio through partnerships with AudioCodes and Microsoft Teams, including AI-driven Meeting Insights that generate summaries, reports, and action items for enterprise users.
- Colt is advancing toward an autonomous, AI-driven network architecture, embedding AI agents across service fulfillment, assurance, and network operations to enable self-monitoring, anomaly detection, and automated remediation. Colt also positions its digital platform as an AI enabler, introducing AI-WAN as a unified backbone designed for inference-ready workloads, sovereign data paths, and built-in security.
- Colt is extending infrastructure innovation through early adoption of frontier technologies, including quantum-safe networking, hollow-core and multicore fiber trials, and 1.2 Tbps transatlantic transmission, reinforcing leadership in optical networking and quantum-safe networking.
- Colt is strengthening sovereign capabilities with Smart Path and real-time route control via NaaS. Direct integration with European sovereign clouds ensures secure, jurisdictionally controlled data flows.

Colt Technology Services (continued)

INNOVATOR

INNOVATION SCORE **3.70**

GROWTH SCORE **3.05**

GROWTH

- Colt's global digital infrastructure now connects more than 32,000 on-net buildings and over 1,100 data centers, supported by the largest fiber footprint in Europe and one of the most densely peered IP networks globally.
- Colt continues to scale its partner-led growth model with more than 200 access and ISP partners, enabling managed services delivery across 150-plus countries while complementing its owned metro and long-haul fiber assets.
- Colt is balancing portfolio expansion and acquisition integration, having sustained €1.98 billion in revenue for 2025, while generating momentum into 2026.
- Colt is expanding managed services adoption across enterprises, with NaaS exceeding 10% of the annual volume of transactional network services and SD-WAN remaining a core growth engine across European mid-market and global enterprise segments.
- Colt was running 26% ahead of budget in Q1, following the completion of Lumen's European assets and is expected to return to business-as-usual operations by Q3 2026.
- Colt expects its Global Hyperscaler channel to grow approximately 15% in 2026, with Asia-Pacific revenue seeing steady growth and hyperscaler-driven infrastructure demand becoming a core growth engine.
- Colt continues to differentiate on customer experience, sustaining Net Promoter Scores in the high-50s range (well ahead of the [industry benchmark of 31](#)), highlighting ease of doing business as a sustained driver of growth.

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Colt Technology Services (continued)

INNOVATOR

INNOVATION SCORE **3.70**

GROWTH SCORE **3.05**

FROST PERSPECTIVE

- Frost & Sullivan recognizes that the past two years have been pivotal for Colt Technology Services as it focused on integrating its assets and operating with a single architecture and system. This disciplined approach is strengthening Colt's ability to scale on-demand services, support sustainable revenue growth, and deliver a more consistent customer experience. As a result, Colt is well positioned to grow revenue and extend its leadership in customer satisfaction and Net Promoter Scores.
- Colt Technology Services as one of the leaders in NaaS, with its On Demand platform providing a strong foundation for scalable, autonomous, and AI-enabled networking at a global scale. This positions Colt well as enterprises and hyperscalers move from AI experimentation to production deployments that require low latency, sovereign controls, and high-capacity infrastructure.
- Colt's investments in AI agents, autonomous operations, and platform-embedded security as a meaningful competitive differentiator that supports cost efficiency, service reliability, and operational agility. These capabilities align well with operator and enterprise goals to reduce network operating costs while improving performance and customer experience.
- Frost & Sullivan recommends the company place a greater emphasis on advanced threat intelligence, analytics, and partner integrations to augment its built-in security and position the platform as a world-class offering.

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Comcast Business

INNOVATOR

INNOVATION SCORE **3.55**

GROWTH SCORE **3.30**

INNOVATION

- Comcast Business continues to expand its use of AI network nodes and AI-driven operations to improve reliability, accelerate diagnostics, and reduce the need for manual intervention, which strengthens performance for enterprise customers.
- Comcast Business is advancing quantum networking trials to optimize routing intelligence and improve real-time decision-making across high-density and high-complexity traffic environments.
- Comcast Business is enhancing its NaaS capabilities by introducing API-driven orchestration and ITSM integration, including ServiceNow-based workflows that simplify operational processes for customers.
- Comcast Business delivers vendor-agnostic secure SD-WAN and SASE using integrated platforms from Fortinet, Palo Alto Networks, Cisco, Cisco Meraki, Versa, and HPE, which ensures flexibility and consistency across diverse enterprise environments.
- Comcast Business is modernizing its cloud interconnect capabilities by expanding direct routing and with peering options, such as AWS, Microsoft, Google, IBM, Oracle, Equinix, Megaport, and Digital Realty, to support multicloud transformation journeys.
- Comcast Business is strengthening its edge and remote site innovation by enhancing LEO satellite services from Starlink into a managed enterprise offer that provides unified monitoring, billing, and configuration visibility.
- As a Tier 1 provider, Comcast continues to innovate at scale with more than 12,740 patents to its credit.

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Comcast Business (continued)

INNOVATOR

INNOVATION SCORE **3.55**

GROWTH SCORE **3.30**

GROWTH

- Comcast Business continues to extend its global reach by delivering services across 114 countries and by building an ecosystem of global aggregation partners that support consistent delivery for multinational customers.
- Comcast Business is accelerating enterprise acquisition by adding new customers across North America, Europe, and Asia-Pacific while supporting these customers with a managed lifecycle delivery model.
- The company posted a 6% increase in overall revenue and grew enterprise by 13.1% in 2025, which is impressive compared to peers that are struggling to maintain the same revenue or are even declining. It plans to increase its share of mid-market clients over the next few years by focusing on secure networks and augmenting the connectivity business.
- Comcast Business is driving additional growth through its cloud connectivity strategy by expanding Direct2Cloud and exchange integrations with Equinix, Megaport, and Digital Realty to satisfy the demand for multicloud performance.
- Comcast Business is increasing security and managed services revenue by embedding managed detection and response, endpoint detection, DDoS protection, and SOC services into its solution portfolio.
- Comcast Business is broadening its portfolio and market reach through acquisitions such as Nitel, reinforcing its focus on managed services, while leveraging Sky to co-innovate across media, entertainment, and customer engagement solutions.

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Comcast Business (continued)

INNOVATOR

INNOVATION SCORE **3.55**

GROWTH SCORE **3.30**

FROST PERSPECTIVE

- Frost & Sullivan recognizes that Comcast Business continues to outperform the broader market by maintaining strong growth in an otherwise flat or low-growth environment.
- Comcast Business is a disciplined investor that accelerates its enterprise capabilities through a buy-and-integrate model, which strengthens the breadth of the portfolio.
- Comcast Business differentiates itself through its global reach, ability to aggregate multivendor and multicarrier services, and strength in delivering consistent experiences across global enterprise deployments.
- The company continues to lead in AI-powered operations, which improves customer outcomes by automating incident remediation, threat detection, and network performance improvements.
- Comcast Business is well positioned competitively because it integrates security and managed services deeply into its portfolio, which aligns with enterprise demand for simplified vendor models.
- Frost & Sullivan expects Comcast Business to increase its presence in complex sectors, such as manufacturing and capital markets, as the company continues its move upmarket and expands beyond traditional strengths in retail, quick-serve restaurants, and financial services.

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Deutsche Telekom

VISIONARY LEADER

INNOVATION SCORE **4.00**

GROWTH SCORE **3.65**

INNOVATION

- Deutsche Telekom (DT) continues to expand one of the industry's most comprehensive global network service portfolios by integrating connectivity, SDN, unified communications, security, cloud services, and private wireless networks into a cohesive platform.
- The company has advanced its innovation agenda by partnering with leading technology ecosystems including Aruba HPE, Cisco Meraki, Fortinet, Juniper, LANCOM, Palo Alto, Versa Networks, and Zscaler for SD-WAN and SASE, providing customers with a broad set of best-in-class architectures.
- DT strengthens its cloud innovation by collaborating closely with major hyperscalers to deliver direct, optimized cloud connectivity and advanced cloud-native capabilities.
- DT develops an own sovereign SASE offering where all necessary components are hosted in DT data centers and operated exclusively by DT ensuring data and operational sovereignty
- The company is accelerating AI-enabled network automation and service orchestration, highlighted by its April 2025 partnership with Google Cloud to develop an AI agent using Gemini 2.0 to improve RAN operations through automated issue detection and corrective actions.
- DT recently launched one of Europe's largest AI factories in Munich, built together with NVIDIA and powered by nearly 10,000 Blackwell GPUs to deliver sovereign, high-performance AI computing for enterprises, researchers, and the public sector. The Industrial AI Cloud enables large-scale AI model development, digital twin simulations, and enabling European data sovereignty.
- The company is also advancing in quantum technologies, having T-Labs in Berlin for quantum research and leading the EU Euro QCI project to build a secure quantum communications network based on quantum key distribution.

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Deutsche Telekom (continued)

VISIONARY LEADER

INNOVATION SCORE **4.00**

GROWTH SCORE **3.65**

GROWTH

- DT leverages a global backbone of 250,000 kilometers of international fiber and a Tier 1 internet platform that transports approximately 3,500 petabytes of data per month, demonstrating significant global scale and throughput.
- The company provides extensive global reach with LEO connectivity in 54 countries across Europe, the United States, and Asia, supporting highly distributed enterprise architectures.
- DT manages 80,000 SD-WAN sites and maintains 2,700 MPLS access points worldwide, confirming its position as a leading global provider for hybrid networking.
- The company serves more than 5 million customers across its combined service portfolio, reflecting strong adoption and broad multinational engagement.
- DT continues to demonstrate high customer satisfaction scores, including a TRI*M rating of 98 out of 100 in 2024, which reinforces the company's strong operational performance and customer loyalty.
- Deutsche Telekom's broad market engagement includes deep vertical expertise in automotive, healthcare, and the public sector, supporting continued growth through tailored global solutions.

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Deutsche Telekom (continued)

VISIONARY LEADER

INNOVATION SCORE **4.00**

GROWTH SCORE **3.65**

FROST PERSPECTIVE

- DT is well positioned for long-term leadership because of its expansive global backbone, its high-capacity Tier 1 network, and its ability to deliver comprehensive end-to-end network services across more than 50 countries.
- The company's aggressive partnership strategy with top SD-WAN, SASE, and cloud technology vendors ensures that customers benefit from the latest innovations while maintaining architectural flexibility and global interoperability.
- Deutsche Telekom's early and ongoing investments in AI automation and quantum networking set it apart from many traditional providers and position it ahead of the curve as enterprises adopt AI-driven and next-generation security capabilities.
- The combination of global reach, a deep technology ecosystem, and strong vertical expertise enables Deutsche Telekom to meet the evolving requirements of multinational organizations that demand secure, high-performance, scalable infrastructure.
- Frost & Sullivan views Deutsche Telekom's strategy as tightly aligned with the future direction of enterprise networking, where AI, cloud integration, and quantum security will define the next wave of competitive differentiation.
- Frost & Sullivan encourages Deutsche Telekom to further integrate and coordinate B2B platforms across T-Mobile, T-Systems, and its international divisions to enhance scale, operational consistency, and the overall strength of what DT calls its Magenta Business platform.

GTT

CONTENDER

INNOVATION SCORE 3.00

GROWTH SCORE 2.80

INNOVATION

- GTT's Envision platform unifies networking, security, and edge computing into a single, cloud-native architecture, enabling enterprises to orchestrate, automate, and scale global connectivity across highly distributed environments.
- The Envision architecture embeds intelligence at the core and edge of the network, allowing traffic optimization, policy enforcement, and security functions to be applied closer to applications and users.
- GTT operates one of the world's largest IP backbones, supporting speeds of up to 800 Gbps and carrying approximately 80% of customer traffic on net, which delivers predictable performance and greater security, with integrations of major cloud providers, such as AWS, Azure, Google Cloud, Oracle, and IBM.
- GTT leverages distributed core compute capabilities to support advanced analytics, traffic engineering, and security services at scale, enhancing performance for latency-sensitive and cloud-centric workloads.
- The network supports multiple access technologies, including wireline, wireless, and LEO satellite connectivity, providing resilient and flexible coverage across more than 65 countries, including in remote and hard-to-reach locations.
- The EnvisionDX digital experience platform delivers real-time visibility, control, and analytics across the global network, allowing customers to dynamically manage connectivity, performance, and security from a single interface.

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GTT (continued)

CONTENDER

INNOVATION SCORE **3.00**

GROWTH SCORE **2.80**

GROWTH

- GTT has built one of the world's largest Tier 1 IP backbones (now ranked fourth globally), with more than 450 points of presence (PoPs) spanning six continents and connecting more than 170 countries.
- The company has expanded its backbone into Latin America and Asia-Pacific, extending its global reach and enabling direct, private peering with all major cloud platforms, including AWS, Azure, Google, Oracle, and IBM.
- GTT connects more than 140,000 secured customer locations worldwide and partners with over 3,000 cloud and connectivity providers, enabling flexible, scalable access to global markets.
- The company maintains local teams in 26 countries, providing tailored, market-specific solutions and deep insights into regional infrastructure and compliance requirements.
- GTT's backbone connects one-third of all internet routes, supporting high-bandwidth demand from AI workloads, cloud applications, and enterprise traffic across six continents.
- GTT's global network supports a wide range of access options, including broadband, wireless, Ethernet, and satellite, ensuring resilient, high-performance connectivity for distributed enterprises.

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GTT (continued)

CONTENDER

INNOVATION SCORE **3.00**

GROWTH SCORE **2.80**

FROST PERSPECTIVE

- GTT's extensive Tier 1 IP backbone, broad PoP distribution, and deep partner ecosystem position it as a leading provider of global connectivity for large, distributed enterprises and cloud-centric organizations.
- The company's unified Envision platform delivers automation, orchestration, and real-time analytics at scale, enabling enterprises to manage complex global networks with agility and precision.
- GTT's investment in backbone expansion, direct cloud peering, and advanced access technologies, including LEO satellite, demonstrates a commitment to delivering resilient, high-performance connectivity worldwide.
- The company's ability to keep 80% of customer traffic on-net, combined with its global reach and local expertise, provides a differentiated value proposition for organizations seeking secure, reliable, and scalable global networking.
- Frost & Sullivan views GTT as well positioned contender in global network services, with a differentiated platform, robust infrastructure, and a clear focus on enabling digital transformation for multinational enterprises.
- Frost & Sullivan recommends that GTT proactively address legacy perceptions by highlighting how its post-restructuring focus and financial discipline now enable long-term innovation and platform investment.

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Lumen

VISIONARY LEADER

INNOVATION SCORE **3.65**

GROWTH SCORE **3.85**

INNOVATION

- Lumen's innovation strategy is centered on network-native security and intelligence, embedding threat detection, mitigation, and visibility directly into the backbone through Black Lotus Labs and edge-driven defense rather than only relying on overlay-based security models.
- The company has advanced NaaS from an emerging service model to a scaled digital platform, where on-demand internet, private Ethernet, IP VPN, multicloud orchestration, cloud interconnect, and integrated security are controlled through a unified, API-driven control center, enabling enterprises and hyperscalers to rapidly scale, adapt, and reconfigure network services in real time to meet changing business needs.
- Lumen is applying AI and automation across network operations and digital service delivery, improving reliability, simplifying provisioning, and enabling more adaptive network experiences for customers managing AI, cloud, and data-intensive workloads.
- Programmable connectivity innovation is evident in offerings such as Smart NIDs, dynamic bandwidth scaling, topology visualization, and multiservice ports, enabling enterprises to move from static, circuit-based networking to real-time capacity control aligned to changing business, cloud, and AI workload needs.
- The Private Connectivity Fabric platforms represent a differentiated approach to cloud-to-cloud and data-center-to-data-center interconnection, addressing emerging AI requirements for bandwidth, latency, and deterministic performance.

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Lumen (continued)

VISIONARY LEADER

INNOVATION SCORE **3.65**

GROWTH SCORE **3.85**

GROWTH

- Growth is increasingly tied to AI-driven infrastructure demand, with Lumen positioning its fiber, wavelength, and private connectivity assets to support hyperscaler and enterprise investments in generative AI and data-intensive workloads.
- Lumen's NaaS adoption has reached meaningful scale, surpassing 1,000 enterprise customers, indicating market validation for consumption-based networking models beyond early adopters.
- The company's deep US fiber footprint and dense data center connectivity continue to support growth in high-value enterprise and cloud segments, even as Lumen remains more selective in international expansion.
- While overall revenue continues to trend downward, enterprise-focused network services remain a stabilizing segment, supported by demand for cloud interconnect, security, and managed network solutions rather than legacy connectivity alone.
- Lumen's growth trajectory increasingly favors fewer, larger strategic customers, including hyperscalers and AI-centric enterprises, rather than broad-based volume expansion across traditional enterprise segments.

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Lumen (continued)

VISIONARY LEADER

INNOVATION SCORE **3.65**

GROWTH SCORE **3.85**

FROST PERSPECTIVE

- Lumen's competitive position is defined by its ability to translate physical fiber scale into programmable, software-driven platforms, aligning network economics with the emerging Cloud 2.0 and AI infrastructure model rather than traditional WAN paradigms.
- The company stands out among North American providers for its early and sustained focus on AI-ready networks, combining long-haul and metro fiber, high-capacity waves, and private connectivity fabrics to support workloads where milliseconds and bandwidth materially affect outcomes.
- Lumen's innovation depth is strongest in infrastructure-centric capabilities (particularly fiber, DCI, security, and automation), but its growth profile remains constrained by ongoing revenue compression and a narrower international enterprise footprint.
- Frost & Sullivan views Lumen's NaaS and Private Connectivity Fabric platforms as structurally sound but believes broader enterprise growth will depend on clearer vertical packaging and use case articulation beyond hyperscalers and AI-native customers.
- Frost & Sullivan recommends that Lumen further productize its Cloud 2.0 vision into repeatable enterprise offers, particularly for regulated, data-intensive industries, to reduce reliance on large, bespoke deals and improve the scalability of its innovation-led growth strategy.

Orange Business

VISIONARY LEADER

INNOVATION SCORE **4.10**

GROWTH SCORE **4.00**

INNOVATION

- Evolution Platform and Click NaaS exemplify composable network innovation, enabling self-service ordering, API-driven orchestration, flexible billing, and real-time scalability across enterprise and wholesale use cases.
- AI is becoming embedded in network operations, including AI-powered traffic analytics, digital twins, anomaly detection, and automated traffic reallocation, materially improving resiliency and operational efficiency.
- Service Model 2.0 introduces AI-native operations, blending customer autonomy with expert support to reduce friction, improve visibility, and accelerate service delivery, with pilot customers planned throughout 2026.
- Post-quantum and advanced security innovation is progressing, including post-quantum cryptography and QKD launches in 2025, reinforcing trust as AI and cloud workloads increase network risk profiles.
- Wholesale-driven innovation heavily influences enterprise services. This shift relies on InfraCo and TechCo models. These models separate physical infrastructure from software layers. They bundle dedicated hardware, subsea investments, and spectrum-based services. Together, these elements form the foundation for modern networks. They successfully power low-latency AI and cloud applications.
- Edge and AI infrastructure monetization emerges as a long-term upside, with initiatives around GPU-as-a-Service, AI Cloud Connect, and Edge AI, positioning the network as a critical enabler of AI inference and data-intensive applications.

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Orange Business (continued)

VISIONARY LEADER

INNOVATION SCORE **4.10**

GROWTH SCORE **4.00**

GROWTH

- Global network scale remains a core growth enabler, with Orange Business delivering services across 220 countries and territories, supported by more than 250 global PoPs and more than 600 PoPs in France, many evolving into Super PoPs capable of hosting SD-WAN, SSE, and cloud edge services.
- Customer footprint expansion continues despite connectivity price pressure, with 60 new international enterprise logos added in 2025, signaling sustained relevance in global managed network services.
- Enterprise demand is shifting toward managed overlays, evidenced by nearly 1000 international customers using managed SD-WAN/SSE/SASE services and reinforces the move from underlay-only contracts to value-added services.
- NaaS adoption is accelerating, with Evolution Platform customers growing from 12 to more than 300 enterprises by the end of 2025, validating on-demand, consumption-based network models as a growth lever into 2026.
- Partner ecosystem depth strengthens global reach, with more than 250 ISP partners, at least 28 direct cloud partners, and more than 100 interconnects, enabling access diversity, resiliency, and cloud adjacency at scale.
- Customer experience metrics remain competitive, with an NPS of 48 and a retention rate of about 96%, supporting long-term revenue stability even as enterprises rationalize supplier portfolios.

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Orange Business (continued)

VISIONARY LEADER

INNOVATION SCORE **4.10**

GROWTH SCORE **4.00**

FROST PERSPECTIVE

- Orange Business is transitioning from operator to digital infrastructure integrator, with IT and digital services now well over 60% of revenue, offsetting long-term connectivity price erosion.
- The convergence of connectivity, cloud, and cybersecurity (3Cs) remains a defensible differentiator, particularly for enterprises seeking fewer vendors and tighter integration across network and security layers.
- NaaS is moving from concept to execution, and Orange's ability to scale the Evolution Platform globally will be critical to competing with GSIs and cloud-native networking providers.
- Operational excellence and predictability are strategic assets, as enterprises increasingly value deterministic performance, low jitter, and consistent latency for collaboration platforms and GenAI workloads.
- Wholesale capabilities strengthen enterprise credibility, with subsea assets, Tier 1 internet, and dedicated infrastructure providing hard-to-replicate advantages in AI-era networking.
- Frost & Sullivan recommends that Orange Business accelerate portfolio simplification and sharpen go-to-market clarity by scaling domestically proven, digital-first capabilities more consistently across European and global markets, particularly as geopolitical uncertainty and rising competition from US, European, and Asian players continue.

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Sparkle

INNOVATOR

INNOVATION SCORE **3.60**

GROWTH SCORE **2.60**

INNOVATION

- Security-led innovation remains Sparkle's defining strength, with continued leadership in post-quantum encryption, quantum-safe networking, and advanced security services aligning with enterprise demand for future-proof, resilient connectivity.
- Sparkle's NaaS evolution continues through a pragmatic, step-wise approach, prioritizing automation where access partners support it and reinforcing Sparkle's focus on operationally viable innovation rather than experimental scale.
- AI is increasingly embedded across network operations and service assurance, supporting internal efficiency, smarter network management, and the foundation for AI-enabled customer offerings, consistent with Sparkle's innovation-first operating model.
- Deep ecosystem integration strengthens Sparkle's innovation velocity, with tight alignment across cloud platforms (Azure, AWS, Google, Oracle, SAP, IBM, and Salesforce) and leading technology partners, such as Cisco, Juniper, Ciena, Infinera, Fortinet, VMware, and Arqit.
- Standards leadership and industry participation continue to differentiate Sparkle, particularly through Mplify engagement, lifecycle orchestration, and API-driven service models that support scalable, automated enterprise networking.
- With a nimble, highly skilled 700-person team, Sparkle rapidly commercializes advanced technologies without adding organizational complexity.

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Sparkle (continued)

INNOVATOR

INNOVATION SCORE **3.60**

GROWTH SCORE **2.60**

GROWTH

- Growth in 2025 was primarily innovation-led rather than footprint-driven, with Sparkle prioritizing advanced services, security, and differentiated enterprise solutions over aggressive geographical expansion.
- Enterprise momentum is supported by strong customer quality indicators, including an NPS increase to 69 and improving retention metrics, reflecting Sparkle's focus on long-term customer value rather than transactional growth.
- Sparkle's global reach remains a growth enabler, delivering services across 32 countries directly and up to 194 countries via partners, allowing enterprise expansion without proportional capital or organizational growth.
- The company's extensive PoP footprint continues to expand selectively, supporting performance, resilience, and proximity for enterprise customers while maintaining operational discipline.
- Traffic growth and service demand remain healthy, underpinned by increasing adoption of cloud connectivity, security services, and managed network solutions rather than legacy connectivity alone.
- Sparkle's growth strategy aligns closely with its innovation strengths in security, automation, and AI, which are emerging as the primary drivers of enterprise growth, marking a shift from its original focus as Telecom Italia's wholesale business.

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Sparkle (continued)

INNOVATOR

INNOVATION SCORE **3.60**

GROWTH SCORE **2.60**

FROST PERSPECTIVE

- Sparkle occupies a differentiated position in the enterprise network services market by commercializing security innovation earlier than most peers, particularly in post-quantum and quantum-safe networking, where many competitors remain in exploratory or roadmap phases rather than revenue-aligned deployment.
- The company's approach to NaaS reflects operational realism rather than theoretical ambition for instance the universal CPE deployment is how they define the entry gate to their NaaS platform where they can control, automate, and provision various overlay and underlay services.
- Sparkle's increasing use of AI in network operations and assurance highlights a mature application of AI focused on efficiency, service reliability, and scalability.
- Its extensive global backbone and subsea infrastructure continues to act as innovation multipliers rather than growth liabilities, enabling Sparkle to support high-performance, secure enterprise use cases without requiring aggressive geographical expansion and capital-intensive investment.
- While Sparkle demonstrates strong innovation depth, its measured growth profile reflects limited exposure to enterprise segments compared with some global peers that benefit from larger domestic enterprise bases or stronger downstream IT services integration.
- Frost & Sullivan believes Sparkle would benefit from more explicitly packaging its security, AI, and NaaS capabilities into vertically aligned enterprise use cases, particularly for regulated industries and data-intensive sectors, to improve commercial scalability while preserving its core strength in disciplined, security-led innovation.

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Tata Communications

INNOVATOR

INNOVATION SCORE **3.60**

GROWTH SCORE **3.10**

INNOVATION

- Tata Communications has rebuilt its customer experience foundation through the TC^x platform, which is a modular MEF 3.0-certified architecture that spans network, cloud, and security services across the portfolio.
- Tata Communications continues to evolve its IZO+ Internet WAN platform by prioritizing predictable performance and low latency through intelligent traffic steering across its backbone.
- The company supports a broad SD-WAN and SASE ecosystem through integrations with Versa, Fortinet, Cisco Meraki, Cisco Viptela, Palo Alto Networks, Netskope, and Zscaler, giving enterprises flexibility in architecture and vendor choice.
- Tata Communications has introduced SPAED, a purpose-built secure edge device designed for use cases that require secure private access without the overhead of a full SD-WAN or SASE deployment.
- The monitoring as a service allows customers to gain device-level visibility, even for customer-owned assets not directly connected to the Tata Communications network through its unified portal, which positions Tata well for additional managed services.
- Tata delivers deep, multicloud connectivity through direct routing and private interconnect with AWS, Microsoft Azure, Google Cloud, Oracle, IBM, Alibaba Cloud, Tencent, SAP, Salesforce, and other major platforms via IZO+ Multi-Cloud Connect, with options for VNF and SDCI capabilities.
- AXIOM is the AI-led, platform-based services methodology that spans Tata's access, execute, integrate, operate, and manage stages while enabling automated discovery and assessment. It has an AI-assisted service assurance, and continuous lifecycle optimization across all network services.

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Tata Communications (continued)

INNOVATOR

INNOVATION SCORE **3.60**

GROWTH SCORE **3.10**

GROWTH

- Tata Communications is accelerating enterprise growth by enabling faster time to market and improved outcomes through 99.8% first-time-right deployments, performance improvements up to 20%, and SASE services delivered within 15 milliseconds closer to end users.
- It has real-time threat detection blocking more than 8,000 indicators of compromise daily, and AI-powered operations that automate issue resolution, leverage more than 400 playbooks, and enable customer onboarding up to 80% faster.
- Tata Communications continues to expand its global network footprint with service delivery in more than 190 countries, supported by approximately 370 access and ISP partners, and underpinned by more than 500,000 kilometers of subsea cable route miles, with roughly 38% of global internet routes directly connected to its network.
- Tata Communications has steadily increased customer connections and had well over 100,000 sites globally in 2025. It also boasts a 650,000-plus zero trust protected user base.
- Tata Communications generates more than half of its revenue outside India, reinforcing its global focus, with approximately 35% from non-core network services and nearly 10% from security services.
- The company continues to strengthen its Microsoft partnership by delivering low-latency, direct connectivity for Microsoft 365, Teams, and Azure in 16 global metro locations.
- Loyalty is a lever for growth, and Tata Communications has customer retention rates above 90% and improving NPS scores that reached 86 in 2026.

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Tata Communications (continued)

INNOVATOR

INNOVATION SCORE **3.60**

GROWTH SCORE **3.10**

FROST PERSPECTIVE

- Frost & Sullivan views Tata Communications as a capable global enterprise network provider because of its scale, backbone depth, and breadth of cloud and security integrations.
- Tata Communications differentiates through predictable performance and traffic control, particularly with the IZO platform strategy that emphasizes backbone-led routing.
- Frost and Sullivan notes that Tata Communications has built a strong technical foundation across network, cloud, and security, supported by a wide ecosystem of OEM and cloud partners.
- Tata Communications continues to evolve toward a platform-centric and experience-driven operating model through TCX and increased AI intelligence with its AXIOM platforms.
- Tata Communications remains underrecognized in the United States enterprise market despite serving many multinational customers with headquarters in the country.
- The company should look to further align and integrate with Tata Consultancy Services and other Tata Group digital assets to strengthen its enterprise digital services positioning.

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Telefónica

VISIONARY LEADER

INNOVATION SCORE **3.90**

GROWTH SCORE **3.55**

INNOVATION

- The company is innovating in SD-WAN, SD-Branch, and SASE by delivering multivendor solutions across Cisco (Catalyst, Meraki, and Viptela), HPE, Palo Alto, Fortinet, Zscaler, Netskope, and other ecosystem partners, ensuring vendor-agnostic flexibility for enterprises.
- Telefónica is expanding global cloud-connect capabilities with more than 55 private connections to AWS, Azure, Google Cloud, Oracle, IBM, SAP, Salesforce, and Webex, supported by redundant, SLA-based architectures, which can be deployed and managed in real time via EYE.
- The company is investing heavily in automation through its MIND and EYE platforms, using AI, RPA, observability frameworks, and real-time analytics to decrease incident resolution times and improve service quality.
- Telefónica's roadmap includes last-mile automation programs that allow customers to autonomously quote, order, and activate underlay services—significantly reducing provisioning cycles.
- The company is modernizing its monitoring architecture using ThousandEyes, Elastic, Oracle, Zabbix, and OpenTelemetry to shift from device-level monitoring to full-stack observability across network, cloud, and application layers.
- Telefónica is driving the evolution of hybrid and multi-access connectivity by integrating fixed, mobile, and satellite networks, leveraging LEO constellations such as Starlink and other operators, together with eSIM-based multicarrier capabilities to enable resilient 5G and Fixed Wireless Access (FWA) services.
- It is accelerating AI-enabled operational capabilities automating global account planning, incident management, knowledge management, and service assurance processes.

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Telefónica (continued)

VISIONARY LEADER

INNOVATION SCORE **3.90**

GROWTH SCORE **3.55**

GROWTH

- Telefónica continues to strengthen its global network services footprint, delivering services in over 170 countries and maintaining over 100 global PoPs supported by extensive submarine and terrestrial infrastructure through a network anchored in more than 100,000 km of submarine and terrestrial fiber.
- The company maintains a powerful worldwide service ecosystem supported by more than 200 local partner agreements and a robust presence across Europe and Latin America, enabling reliable service delivery at scale and direct cloud integrations in 35 cities worldwide.
- Telefónica is achieving consistent overall revenue growth with an adjusted €35.12 billion in 2025 (1.5% year over year growth) with retention rates of 95% in the B2B segment.
- The company's customer base remains stable, with 92–95% of connections coming from existing customers and year-over-year increases in multinational demand for underlay, cloud connectivity, and SD-WAN services.
- Telefónica's network services growth is supported by a diversified global presence in 25 countries across 4 continents, with operational hubs in Spain, Germany, Brazil, and the United Kingdom.
- The company continues to expand traffic capacity, supporting network growth between 10% and 20% annually across its global backbone.
- The Altim acquisition in March 2026 adds SAP consulting and integration expertise to the Telefónica Tech and Global Services portfolio, expanding capabilities with application integration and business transformation.
- Telefónica's unified global operations, supported by four 24x7 network operations centers on three continents, enhance service consistency and support scalable growth in enterprise connectivity services.

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Telefónica (continued)

VISIONARY LEADER

INNOVATION SCORE **3.90**

GROWTH SCORE **3.55**

FROST PERSPECTIVE

- Telefónica's extensive global footprint, supported by broad PoP distribution and a comprehensive partner ecosystem, positions the company as a strong multinational network service provider for enterprises operating across Europe and the Americas.
- The company's strong multivendor strategy, cloud-neutral architecture, and direct integration with leading hyperscalers align with Frost & Sullivan's expectations for future-ready, globally consistent network services.
- Telefónica differentiates itself through deep automation and observability investments, specifically its MIND and EYE platforms, which deliver measurable improvements in service quality, incident prevention, and operational efficiency.
- Telefónica's leadership in multi-access connectivity, including satellite, mobile, and fiber integration, strengthens its position in high-resilience, high-performance enterprise networking use cases.
- The company's commitment to customer experience, demonstrated by its latest B2B NPS of 55 and industry-recognized service practices, reinforces its reputation as a trusted long-term partner for global managed network services.
- Frost & Sullivan views Telefónica as well positioned for continued leadership in global network services because of its strong digital operations platforms, multivendor flexibility, AI-enabled service model, and consistent investment in automation and observability.
- Frost & Sullivan recommends a stronger partnership with Asian partners to augment capabilities and collaborations across that growing area of the globe.

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Verizon Business

VISIONARY LEADER

INNOVATION SCORE **3.90**

GROWTH SCORE **4.15**

INNOVATION

- Verizon Business continues to mature its Digital Enablement Platform as the operational backbone of its NaaS experience, using TM Forum Open APIs and ServiceNow-based integration to reduce friction across ordering, change, and incident workflows.
- Verizon is extending NaaS from connectivity to a broader service catalog combining transport options, Secure Cloud Interconnect, and managed SASE, plus add-on modules, such as managed LAN and managed wireless LAN, through a single contract and portal.
- The company is reinforcing mid-market readiness by productizing network-native security.
- Verizon's AI Connect strategy formalizes a programmable network roadmap that links high-capacity fiber, wavelength, and dark fiber assets with self-service provisioning via APIs, enabling enterprises, hyperscalers, and cloud providers to support AI training and real-time inference workloads with predictable performance and scalable capacity.
- Innovation is increasingly demonstrated through real-world deployments that validate Verizon's private 5G, edge, and AI capabilities, such as its support of FOX Entertainment's *Extracted* TV show production, where Verizon deployed a portable private 5G network, edge AI platform, and live data APIs to enable secure, low-latency remote production and real-time content management in a highly constrained environment, creating a repeatable blueprint for media, events, and other data-intensive enterprise use cases.

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Verizon Business (continued)

VISIONARY LEADER

INNOVATION SCORE **3.90**

GROWTH SCORE **4.15**

GROWTH

- Frost & Sullivan estimates that Verizon Business operates in 180 countries, with a global network spanning about 1 million route miles that serves approximately 15,000 enterprise and public sector clients and supports more than 460,000 wired connections, reinforcing its position as one of the most globally scaled enterprise network operators.
- Verizon Business is leaning into SMB and mid-market expansion by pairing rapid-deploy access options, such as Fixed Wireless Access with managed SD-WAN, giving growing businesses a fast path to connect new sites and scale underlay capacity. This strategy is gaining traction, as Verizon surpassed 2 million business FWA customers by late 2025, with business accounts representing a steadily growing percentage of FWA net additions, driven by ease of installation, predictable pricing, and improved C-band coverage.
- Verizon Business is scaling the infrastructure foundation for growth through continued fiber expansion, including the completed Frontier acquisition, which materially extends fiber reach and strengthens its footprint.
- Verizon's broader enterprise growth story is supported by the breadth of its NaaS and managed network services portfolio, which is designed to cross-sell security, cloud interconnect, and managed services as customers mature from access-led engagements into higher-value, multiservice relationships over time.

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Verizon Business (continued)

VISIONARY LEADER

INNOVATION SCORE **3.90**

GROWTH SCORE **4.15**

FROST PERSPECTIVE

- Verizon Business is a top choice for multinational enterprises, combining global scale across 180 countries and 1 million route miles with rapid FWA-led expansion and deepening fiber reach. As an early leader in dynamic bandwidth, it continues to evolve one of the most complete NaaS platforms on the market, integrating underlay, overlay, and security capabilities to deliver scalable, multiservice environments with speed, predictability, and operational simplicity.
- Frost & Sullivan recommends that Verizon Business sharpen its SMB and mid-market value proposition by introducing clearer good-better-best bundles that combine access, SD-WAN, and security. Aligning these offers under consistent policies and a simple, portal-led operating model would help accelerate share gains in segments where speed, clarity, and price transparency increasingly influence buying decisions.
- The company is encouraged to lean further into portal differentiation by expanding self-service capabilities that reduce time to quote and time to activate, particularly for mid-market customers that expect cloud-like speed and transparency. This focus aligns well with Verizon's recent organizational streamlining, which was intended to sharpen execution, simplify operations, and improve customer experience outcomes.
- Frost & Sullivan advises Verizon Business to translate AI Connect into a more outcome-oriented enterprise narrative that resonates with larger mid-market and enterprise buyers. The emphasis should be placed on faster site turn-up, secure connectivity to cloud and GPU locations, and on-demand scalability enabled through programmable interfaces, clearly linking infrastructure leadership to tangible business value.

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Vodafone Business

VISIONARY LEADER

INNOVATION SCORE **3.85**

GROWTH SCORE **3.70**

INNOVATION

- NaaS is the cornerstone of Vodafone's innovation roadmap, designed to standardize delivery, increase automation, and enable subscription and consumption-based models across global WAN services.
- The Vodafone Business NaaS platform is already operational in multiple markets, supporting on-demand SD-WAN/SASE, internet, and carrier Ethernet, with integrated ITSM workflows, observability, and dynamic provisioning.
- AI is being embedded across customer-facing and operational layers, including AIOps, anomaly detection, workload placement optimization, and agentic AI concepts aimed at proactive service assurance.
- The Digital Exposure Layer (DXL) is evolving into an API brokerage layer, enabling north-south and east-west integration between Vodafone platforms, internal markets, and customers using Mplify and TM Forum standards.
- Wireless innovation is extending WAN resilience, with Mplify-aligned eSIM, FWA, enhanced cellular options, and expanded LEO satellite services delivering rapid activation, multiprovider diversity, and high availability for smaller sites.
- Service Hub is becoming the unified digital interface, providing a consistent, single-pane-of-glass experience across connectivity, security, and managed services to improve enterprise control and visibility.

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Vodafone Business (continued)

VISIONARY LEADER

INNOVATION SCORE **3.85**

GROWTH SCORE **3.70**

GROWTH

- Vodafone entered 2026 with sustained enterprise momentum, supported by 4.0% organic service revenue growth in 2025 and a strong forward pipeline across Europe and Africa, reflecting continued enterprise investment in secure global connectivity.
- Global WAN scale remains a decisive buying factor, with Vodafone supporting multinational enterprises across 192 countries, underpinned by 273 access nodes, approximately 1 million kilometers of fiber, and direct interconnects to seven major cloud service providers.
- Revenue growth is increasingly weighted toward higher-value services, particularly SD-WAN, SD-LAN, SASE, and cloud connectivity, delivered through globally standardized managed service frameworks.
- Vodafone is expanding its share of wallet in large and mid-market enterprises as customers consolidate vendors and favor providers that can deliver fixed, mobile, and satellite connectivity under a single commercial and operational model.
- Vertical-focused execution is contributing to growth, especially in manufacturing, the public sector, logistics, and financial services, where global networks are combined with private networks and IoT capabilities.
- Vodafone's strategic divestments in Spain, Italy, and Benelux have significantly reduced debt, unlocking the financial flexibility required to drive security, cloud, and next-generation connectivity through 2026.

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Vodafone Business (continued)

VISIONARY LEADER

INNOVATION SCORE **3.85**

GROWTH SCORE **3.70**

FROST PERSPECTIVE

- Vodafone's integrated fixed, mobile, and satellite infrastructure provides a strong competitive foundation, particularly for enterprises prioritizing geographic reach, resiliency, and vendor simplification across Europe and Africa.
- The Super PoP strategy aligns well with enterprise requirements, addressing latency sensitivity, data sovereignty, embedded security, and consistent multicloud access at scale.
- Vodafone's platform-led approach to NaaS and AI closely matches enterprise buying priorities, as customers increasingly favor automation, observability, and outcome-based service models over static connectivity.
- Commercial flexibility and service model choice strengthen Vodafone's appeal, with managed, co-managed, and self-managed options supporting a wide range of enterprise operating models and compliance requirements.
- Vodafone should accelerate the articulation of its NaaS, Service Hub, and AI-driven operations as an outcome-led value proposition, explicitly tying platform capabilities to measurable enterprise results. Rather than leading with features, Vodafone should emphasize outcomes, such as deployment speed, operational efficiency, resiliency, and application performance consistency.

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Best Practices

1

Providers are accelerating innovation beyond connectivity by monetizing next-generation services, such as GPU-as-a-service, edge AI infrastructure, and advanced cloud interconnects, to capture emerging, AI-driven demand.

2

Security innovation is shifting toward future-proofing networks, with investment increasing in quantum-safe networking, post-quantum cryptography, and embedded security architectures across the network and in the software stack.

3

NaaS is evolving into a fully digital, frictionless platform, prioritizing API-driven automation, real-time provisioning, and self-service experiences to simplify enterprise consumption and accelerate time to value.

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Growth Opportunities

1

Providers have a clear opportunity to monetize advanced monitoring and observability services, moving beyond basic assurance to AI-driven performance analytics, predictive maintenance, and experience-led SLAs that create higher-value, recurring service revenue.

2

Security and sovereign networking present a major revenue opportunity as enterprises seek compliant, jurisdiction-aware architectures that protect data while enabling secure connectivity to hyperscale cloud and AI platforms, such as AWS, Microsoft Azure, and Google Cloud.

3

Growth will increasingly come from integrated managed services that simplify enterprise IT, combining fixed, mobile, collaboration, NaaS, and security into unified, outcome-based solutions that reduce vendor complexity and shift spend toward higher-value services.

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Frost Radar™ Analytics



Frost Radar™: Benchmarking Future Growth Potential 2

Major Indices, 10 Analytical Ingredients, 1 Platform

Growth Index

Growth Index (GI) is a measure of a company's growth performance and track record, along with its ability to develop and execute a fully aligned growth strategy and vision; a robust growth pipeline system; and effective market, competitor, and end-user focused sales and marketing strategies.

GI1

MARKET SHARE (PREVIOUS 3 YEARS)

This is a comparison of a company's market share relative to its competitors in a given market space for the previous 3 years.

GI2

REVENUE GROWTH (PREVIOUS 3 YEARS)

This is a look at a company's revenue growth rate for the previous 3 years in the market/industry/category that forms the context for the given Frost Radar™.

GI3

GROWTH PIPELINE

This is an evaluation of the strength and leverage of a company's growth pipeline system to continuously capture, analyze, and prioritize its universe of growth opportunities.

GI4

VISION AND STRATEGY

This is an assessment of how well a company's growth strategy is aligned with its vision. Are the investments that a company is making in new products and markets consistent with the stated vision?

GI5

SALES AND MARKETING

This is a measure of the effectiveness of a company's sales and marketing efforts in helping it drive demand and achieve its growth objectives.

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Frost Radar™: Benchmarking Future Growth Potential 2

Major Indices, 10 Analytical Ingredients, 1 Platform

(continued)

Innovation Index

Innovation Index (II) is a measure of a company's ability to develop products/ services/ solutions (with a clear understanding of disruptive megatrends) that are globally applicable, are able to evolve and expand to serve multiple markets and are aligned to customers' changing needs.

II1

INNOVATION SCALABILITY

This determines whether an organization's innovations are globally scalable and applicable in both developing and mature markets, and also in adjacent and non-adjacent industry verticals.

II2

RESEARCH AND DEVELOPMENT

This is a measure of the efficacy of a company's R&D strategy, as determined by the size of its R&D investment and how it feeds the innovation pipeline.

II3

PRODUCT PORTFOLIO

This is a measure of a company's product portfolio, focusing on the relative contribution of new products to its annual revenue.

II4

MEGATRENDS LEVERAGE

This is an assessment of a company's proactive leverage of evolving, long-term opportunities and new business models, as the foundation of its innovation pipeline. An explanation of megatrends can be found [here](#).

II5

CUSTOMER ALIGNMENT

This evaluates the applicability of a company's products/services/solutions to current and potential customers, as well as how its innovation strategy is influenced by evolving customer needs.

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Significance of Being on the Frost Radar™

Companies plotted on the Frost Radar™ are the leaders in the industry for growth, innovation, or both. They are instrumental in advancing the industry into the future.

GROWTH POTENTIAL

Your organization has significant future growth potential, which makes it a Company to Action.

BEST PRACTICES

Your organization is well positioned to shape Growth Pipeline™ best practices in your industry.

COMPETITIVE INTENSITY

Your organization is one of the key drivers of competitive intensity in the growth environment.

CUSTOMER VALUE

Your organization has demonstrated the ability to significantly enhance its customer value proposition.

PARTNER POTENTIAL

Your organization is top of mind for customers, investors, value chain partners, and future talent as a significant value provider.

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Frost Radar™ Empowers the CEO's Growth Team

STRATEGIC IMPERATIVE

- Growth is increasingly difficult to achieve.
- Competitive intensity is high.
- More collaboration, teamwork, and focus are needed.
- The growth environment is complex.

LEVERAGING THE FROST RADAR™

- The Growth Team has the tools needed to foster a collaborative environment among the entire management team to drive best practices.
- The Growth Team has a measurement platform to assess future growth potential.
- The Growth Team has the ability to support the CEO with a powerful Growth Pipeline™.

NEXT STEPS

- **Growth Pipeline Audit™**
- **Growth Pipeline as a Service™**
- **Growth Pipeline™ Dialogue with Team Frost**

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Frost Radar™ Empowers Investors

STRATEGIC IMPERATIVE

- Deal flow is low and competition is high.
- Due diligence is hampered by industry complexity.
- Portfolio management is not effective.

LEVERAGING THE FROST RADAR™

- Investors can focus on future growth potential by creating a powerful pipeline of Companies to Action for high-potential investments.
- Investors can perform due diligence that improves accuracy and accelerates the deal process.
- Investors can realize the maximum internal rate of return and ensure long-term success for shareholders.
- Investors can continually benchmark performance with best practices for optimal portfolio management.

NEXT STEPS

- **Growth Pipeline™ Dialogue**
- **Opportunity Universe Workshop**
- **Growth Pipeline Audit™ as Mandated Due Diligence**

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Frost Radar™ Empowers Customers

STRATEGIC IMPERATIVE

- Solutions are increasingly complex and have long-term implications.
- Vendor solutions can be confusing.
- Vendor volatility adds to the uncertainty.

LEVERAGING THE FROST RADAR™

- Customers have an analytical framework to benchmark potential vendors and identify partners that will provide powerful, long-term solutions.
- Customers can evaluate the most innovative solutions and understand how different solutions would meet their needs.
- Customers gain a long-term perspective on vendor partnerships.

NEXT STEPS

- **Growth Pipeline™ Dialogue**
- **Growth Pipeline™ Diagnostic**
- **Frost Radar™ Benchmarking System**

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Frost Radar™ Empowers the Board of Directors

STRATEGIC IMPERATIVE

- Growth is increasingly difficult; CEOs require guidance.
- The Growth Environment requires complex navigational skills.
- The customer value chain is changing.

LEVERAGING THE FROST RADAR™

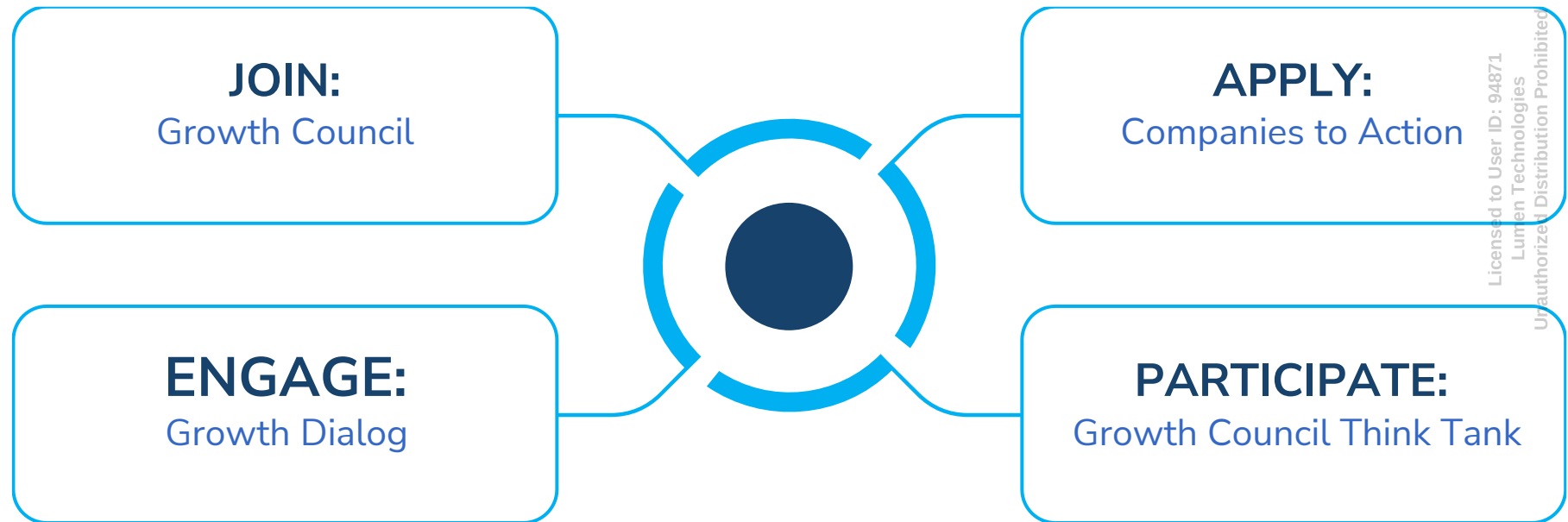
- The Board of Directors has a unique measurement system to ensure oversight of the company's long-term success.
- The Board of Directors has a discussion platform that centers on the driving issues, benchmarks, and best practices that will protect shareholder investment.
- The Board of Directors can ensure skillful mentoring, support, and governance of the CEO to maximize future growth potential.

NEXT STEPS

- **Growth Pipeline Audit™**
- **Growth Pipeline as a Service™**

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Next Steps



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Does your current system support rapid adaptation to emerging opportunities?

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