

BuddeComm Consulting Services

Paul Budde is internationally recognised for his strategic knowledge of the rapidly changing telecommunications and digital economy markets.

Since 1983, BuddeComm has analysed these markets worldwide and provided crucial insights to governments, international institutions and hundreds of companies and investors, allowing them to take advantage of market and industry developments.

Together with his team of regional research analysts, Paul Budde offers a range of flexible consultancy services specialising in –

- the exploding digital economy,
- the development of applications and services in markets such as e-health, e-education, e-commerce, digital media and smart grids,
- the broadband infrastructure crucial for running these dynamic new systems,
- the infrastructure developments that support the broadband revolution taking hold in the mobile sector.

BuddeComm can assist companies who want to adapt to this new environment by offering extensive market knowledge and flexible strategic business advice that will enable them to position themselves to take advantage of new business opportunities that add value in this digital economy.

BuddeComm Consulting Services offer a competitive advantage by providing -

- **High level briefings** to business and government leaders (Ministers, CEOs, board members and investors).
- **Strategic workshops** for management teams, business development teams and policy makers.
- **Key speakers** for conferences (internal and external, sales teams and customers).
- **Expert advice** to investors on business plans, models, competition, future developments, technologies and applications.
- **Extensive market knowledge** through our 2,000 business reports on 190 countries, 200 applications and 500 companies.



About Paul Budde

Paul Budde, Managing Director of BuddeComm, is a special advisor to the ITU/UNESCO Broadband Commission for Digital Development. He is the founder and executive chairman of Smart Grid Australia and a founding board member of the Global Smart Grid Federation.

Paul is a strategic advisor to the Australian Government on the NBN and smartgrids. He has also advised the Obama Transition Team and the Dutch, British and New Zealand Governments on broadband policies. To view a summary of his recent activities please [click here](#).

For more information on BuddeComm Consulting Services contact Paul Budde:
pbc@budde.com.au



Services that we offer –

Business and Government Briefings

BuddeComm Consulting Services offer a variety of briefings and presentations on developments in the telecommunications and digital economy markets. Past participants have included captains of industry, government ministers, politicians, senior government officials, boards of directors, management teams, sales teams, clients' customers and investment teams. For a list of topics see the next section.

Strategic Workshops

These are typically three-hour management workshops – personally conducted by Paul Budde.

All workshop content is tailormade to suit the needs of our clients. Below is a list of the topics most recently requested by our key clients (investment houses, governments and industry).

Transformation of the telecoms industry – investment focus

- What are the risks and opportunities in this transformation?
- Deconstruction and reconstruction of the industry (mergers and acquisitions).
- Who are the winners and losers?
- Fixed and mobile infrastructure.
- Increased role for IT in telecoms, digital economy, cloud computing, M2M.
- Retail will move to the edge.
- New companies and industries based on high capacity, ubiquitous, affordable infrastructure.

Governments back in telecoms – policy focus

- Government innovation
- Essential infrastructure for many sectors.
- Trans-sector policies needed for e-investments.
- Social and economic benefits occur elsewhere.
- Public and private funding – PPP models.
- Government policies and regulatory reforms (health, education, energy, environment, community).

Global developments – telecommunications focus

- Australia's National Broadband Network – setting the international scene.
- The American National Broadband Plan.
- Trans-sector innovations in the Netherlands.
- The Ultra-Fast Broadband Network in New Zealand.
- Broadband a human right in Finland.
- The cooperative approach towards infrastructure in Scandinavia.
- The cultural differences in Asia and their effect on telecoms policies.
- The mobile broadband explosion.
- The mobile boom in Africa, Asia and Latin America (followed by new fixed infrastructure investments).

Industry and market opportunities – industry focus

- Country-specific (covering 190 countries).
- Overview of the major markets (telecoms, broadband, mobile, digital media).
- Overview and SWAT analyses of the major players.
- Policies and regulations.
- Middle- and long-term forecasts.
- Business opportunities.

Conferences and Presentations

Paul Budde has presented around the world in roles including – Event chairman, expert advisor and panel participant.

Some of the conferences at which he has made presentations include:- GridWeek, Washington; Broadband Forum, Amsterdam; Industry telecommunications workshop, Beijing; International Media Symposium, Chennai; World Conference on IT (WCIT) Amsterdam; Oceania Com, Sydney; National Smart Grid Forums in Australia and New Zealand; Broadband World; National Telecommunication Summits; QITCOM Qatar; Telecommunications Industry Association, DallasITU/UNESCO Broadband Conferences Geneva, New York and Paris.

As a passionate advocate of the industry, Paul is also often invited to speak at in-house sales and staff conferences.

Covering an extensive range of topics relating to the telecoms industry, BuddeComm Consultancy Services offers vast experience in conducting industry roundtables and seminars around the globe to foster engagement and discussion amongst leaders.

Expert Advice

BuddeComm Consultancy Services provide expert advice on the preparation of business plans, including Initial Public Offerings (IPOs). Research information can be supplied on the required industry, and market overviews for business reports and prospectuses can also be prepared. Services include –

- **Reports** – For companies needing research to include in business plans, reports or prospectuses BuddeComm Consulting Services will source and provide the required research and include a letter of consent.
- **Opinions and reviews of business plans** – BuddeComm Consulting Services can give an opinion on a company and its business plan and can also review venture capital opportunities.

Pricing

Pricing for BuddeComm Consulting Services starts from \$500*. Please contact us for more information.

*(Excluding GST for Australian clients)

Extensive Market Knowledge

Using our team of research analysts, BuddeComm publishes over 2,000 business reports on 190 countries, 200 applications and 500 companies.

For more information see: www.budde.com.au



Some of our clients include -

3i Asia Limited	Invesco Hong Kong Ltd
Aberdeen Asset Management Asia Ltd	JF Asset Management
Alcatel	JP Morgan
AT&T	Krone
BlackRock	Legg Mason Hong Kong Asset Management
Boyer Allan Investment Management	Lion Global Investors Ltd
Broad Peak Investment Advisers Pte Ltd	Lucent
Capital Research Global Investors	MFS Investment Management
Capital World Investors	Morgan Stanley Investment Management Company
Cisco	NEC
Compaq	NEZU Asia Ltd
Daiwa Asset Management	Nokia
Deutsche Asset Management (Hong Kong) Ltd	Nomura Asset Management
Equant	Nortel
Ericsson	OCH-ZIFF Capital Management
Fidelity International	Oracle
First State Investments (Hong Kong) Ltd	Salim Rutherford Lawyers
France Telecom	Schroder Investment Management (Singapore) Ltd
Fujitsu	Sharp
Fullerton Fund Management	Siebel
Goldman Sachs (Asia) L.L.C	Siemens
Government of Singapore Investment Corp	SingTel Optus
GPT	Sumitomo Mitsui Asset Management Co Ltd
Hamon Investment Group	Sybase
Hewlett Packard	T.Rowe Price
Honeywell	Telecom New Zealand
HSBC Global Asset Management	Telstra
Hutchison	Treasury Asia Asset Management
IBM	Verizon
ICL	

Quotes and Enquiries:

Please contact us by telephone, fax, email or post to place an order or make an enquiry.

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