

Competitive analysis:

ECI Increases Focus On North America: Expands Portfolio In Search of Greater Addressable Market

Date: March,5 2008

Authors: Lorenza Brescia, Dave Dunphy

Basic for topic

Despite being first to market with MSPP products back in 2001, ECI had limits in portfolio for North America and never exploited the time to market advantage there.

Now ECI makes a second attempt with greater portfolio.

Will it succeed?

Summary Opinion

We think ECI is acting correctly in trying to wide its addressable market through the launch of specific products for the North American region. The increased penetration of incumbent players in Eastern Europe, India, Africa and the Middle East, which have been preferred target markets for ECI where it developed early business, are now seeing increased competition and reduced opportunities of growth.

Whether ECI will be successful, will depend on several factors on the top of the technical features of the product, which is not as strongly as competitive in terms

of density as positioning would indicate in comparison to platforms like the Alcatel-Lucent 1660SM and to a certain extent to Nortel OME 6500.

The economical health of the North America region, pricing policy, ECI's ability to mount a marketing campaign to build greater presence and reinforce a renewed commitment to the region, and ECI's capability to leverage the installed base it has to offer a global end to end solution will also be key.

(Subscribers can access the full 10-page Competitive Analysis report on this topic, completed with detailed analysis, ratings and recommendations. Or contact us for pricing options)