

ORSS 2012



OSTERMAN RESEARCH SUBSCRIPTION SERVICE 2012

Analysis & Forecasts

Eight industry analysis and forecast reports on key topics delivered throughout CY2012

Lead Generation

A custom white paper or Webinar developed on a topic of your choice

Custom Research

A custom primary research survey conducted with our survey panel

Inquiry Service

Osterman Research is available at any time to respond to your inquiries

ORSS 2012 is an annual subscription program of customizable industry analysis publications, lead-generation services, custom research and ongoing consulting focused on the messaging, Web and collaboration industries.

INDUSTRY ANALYSIS

ORSS 2012 will include the following industry analysis reports to be delivered throughout 2012:

FIRST QUARTER

Content Archiving Market Trends, 2012-2015
Messaging and Web Security Market Trends, 2012-2015

SECOND QUARTER

Cloud Messaging and Collaboration Market Trends, 2012-2015
Messaging Platform Market Trends, 2012-2015

THIRD QUARTER

Social Media Market Trends, 2012-2015
SMB Messaging Market Trends, 2012-2015

FOURTH QUARTER

Mobile Messaging Market Trends, 2012-2015
Policy Market Trends, 2012-2015

BONUS TRACKING SERVICE

Quarterly tracking reports on the adoption of Microsoft® Office 365, Google Apps, IBM LotusLive™ and other leading hosted services (to be delivered in January, April, July and October 2012)



Customized Content

As with all of Osterman Research's multiclient studies, clients are offered the opportunity to review the questions we will ask in the survey(s) conducted for each report and to provide their comments, additional questions and other feedback. This allows every report to be customized to each client's needs.

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LEAD GENERATION

Included in ORSS 2012 is the subscribers' choice of a white paper or a Webinar developed specifically for that client and for their exclusive use. The white paper or Webinar will be marketed to the Osterman Research mailing list and can be distributed by subscribers in any venue without limitation.

For those subscribers that choose the white paper, we will meet via teleconference to determine the topics to be covered, develop an outline for review, and develop as many drafts as necessary to satisfy the requirements of the project. Subscribers are free to distribute the white paper as they see fit.

Once the white paper has been finalized, we will announce it our mailing list and make it available as a free download on the Osterman Research Web site. Contact information from downloaders will be provided to each subscriber on a regular basis.

For those that choose the Webinar, we will meet via teleconference to develop a presentation for use in the live event that can be held anytime during 2012. We will manage all of the logistics and online capabilities and will guarantee a minimum of 50 leads for the event. Upon completion of the live event, we will host the Webinar for one year on the Osterman Research Web site.

CUSTOM RESEARCH

Osterman Research will conduct a custom survey for each subscriber to ORSS 2012 using the Osterman Research Survey Panel. This survey will include up to 15 questions and will be completed with a minimum of 100 respondents. This survey will be for the exclusive of the subscriber and will not be repurposed by Osterman Research. It can be published by the subscriber and distributed in any form or venue.

INQUIRY SERVICE

Osterman Research will remain continually available to answer questions about the deliverables provided as part of this program, to provide additional data that we do not publish, to answer inquiries, and to provide subscribers with individual consulting and briefings throughout 2012.

Deliverables

Eight Industry Analysis/Forecast reports and survey data will be provided to subscribers throughout 2012.

A white paper or Webinar produced for each ORSS 2012 client organization at any time during 2012.

A custom survey of up to 15 questions and a minimum of 100 completed surveys conducted with our survey panel anytime during 2012.

Subscriber-Wide License

All content delivered with ORSS 2012 comes with a company-wide license and can be posted on a corporate intranet for distribution throughout an organization to all subscribers' employees.

Online Document Repository

All of the reports will be posted to an online repository. Osterman Research will create and manage unique login information for up to 30 individuals within each subscriber organization.

Access to All Past ORSS Reports

Subscribers will have access to all previously published ORSS reports dating back to 2003.

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PRICING

ORSS 2012 is priced at \$9,995.

We are pleased to offer quarterly billing, billing during Q1/2012, etc.

ABOUT OSTERMAN RESEARCH

Osterman Research, Inc. provides market research, cost modeling, benchmarking and related services to vendors of technology-based products and services. We help vendors, IT departments and other organizations make better decisions through the acquisition and application of relevant, accurate and timely data on markets, market trends, products and technologies. We also help vendors of technology-oriented products and services to understand the needs of their current and prospective customers.

Our deliverables focus on providing market intelligence to vendors and others that are focused on the messaging, Web and collaboration markets, and on helping vendors to deliver their marketing messages to current and prospective customers.

Part of what makes us unique is our market research panel: a large and growing group of IT professionals and end-users around the world with whom we conduct our research surveys. This allows us to conduct surveys quickly and accurately with very high response rates.

The founder and principal of Osterman Research, Inc. is Michael D. Osterman. Mr. Osterman has more than 25 years experience in the market research industry, conducting research for a wide variety of technology-based clients. Mr. Osterman has extensive experience in the design, deployment and analysis of market research programs, and has developed sophisticated cost modeling and forecasting methodologies in use by a wide variety of companies in the messaging industry. Mr. Osterman has written numerous articles for a variety of trade publications, and is currently the author of a weekly, online column on messaging and related issues published by *Messaging Wire*. He is a panelist and speaker at various industry and vendor-sponsored events.

Osterman Research serves a worldwide client base, including most of the leading companies in the messaging, security, archiving, encryption and collaboration markets. A more complete list of clients is shown on the next page.

For more details on ORSS 2012 or to order this annual service, please contact us or complete the order form on the last page of this prospectus.

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OSTERMAN RESEARCH CLIENTS

Osterman Research's clients include (please note that some companies listed were later acquired by other companies, but are included in this list for the sake of completeness):

123 Together	DigiPortal Software, Inc.	McAfee, Inc.	Safend
Abaca	Diversinet Corporation	McDermott Will & Emery	SAIC
Accellion, Inc.	Dorado Software	Mendocino Software	Scalix Corporation
Adomo	Echoworx	MessageGate, Inc.	ScanSafe, Inc.
ADP, Inc.	Educom TS, Inc.	MessageLabs, Inc.	SECCAS
Akonix	Electric Cloud	MessageOne, Inc.	Security Financial Life
Alcatel USA	Electric Mail	MessageRite, Inc.	Seagate
Alcoa, Inc.	EMC Corporation	MessageSolution, Inc.	SearchExchange.com
Alt-N Technologies	encryptX Corporation	Messaging Architects	Secure Computing
America Online, Inc.	Endeavors Technology	Microsoft Corporation	Securit International
AmeriVault	Entrepid	MimeCast Limited	Sendio
Amika Mobile	Entrust, Inc.	Mimosa Systems, Inc.	Sendmail, Inc.
AppRiver	Everest Software	mindSHIFT Technologies	Sherpa Software Group, L.P.
Appsonic	Everyone.net	Mirapoint, Inc.	Sigaba
Apptix, ASA	FaceTime Communications	MX Logic, Inc.	Simply Mail Solutions
ArcMail Technology	FalconStor Software	3n (Everbridge)	SiteScape, Inc.
Arvato Systems GmbH	Firetrust Limited	NemX	Smarsh
Astaro AG	First Citizens Bank	Network Appliance, Inc.	Socialtext
AttachSTOR, Inc.	Fortiva, Inc.	Neurlogic	Sophos
Avaya, Inc.	FrontBridge Technologies	Neverfail, Inc.	spamMATTERS
Avinti	General Motors Corp.	New Venture Partners	Spoken Translation, Inc.
AXS-One, Inc.	Genesys Telecom	Nexor Limited	Sprint
Azaleos Corporation	GFI Software Ltd.	Nokia Corporation	St. Bernard Software
Bain & Company	Global Relay	Northseas AMT, Inc.	State of Maine
BakBone Software	Goodmail Systems	Novell	StorageTek
Banter Systems, Inc.	Google	NTT America	StrongMail Systems, Inc.
Barracuda Networks	Government of PEI	Openfind Information	Sun Microsystems, Inc.
BE&K Engineering Co.	Griffith University	Ogilvy Renault	Sunbelt Software
Beginfinite	GROUP Technologies AG	Open Text	SurfControl plc
BizCom Web Services	Habeas, Inc.	Orchestria Corporation	SydneyPLUS International
BlackSpider Technologies	HDR, Inc.	Palo Alto Exchange	Symantec
BOCES	Hewlett Packard Company	PGP Corporation	Synetek
Boeing Company	Hitachi Data Systems	RenewData Corporation	T-Systems Schweiz AG
BorderWare Technologies	IBM Corporation	Rockliffe Systems, Inc.	TechTarget
Brightmail, Inc.	IFE Ltd.	Patron Systems, Inc.	Telehouse Europe
BT Syntegra	iLumin Software Services	Permissa (DYS Analytics)	Telvim
C2C Systems Limited	IMBrella Software, Inc.	Pictet & Cie	Teneros
CA	IMlogic	PistolStar, Inc.	TeraCloud Corporation
CIBC	IMR, Inc.	Placer County OE	Transend Corporation
Captaris, Inc.	Infocrossing, Inc.	Plasmon, Inc.	Trend Micro
Cemaphore Systems	Instant Infosystems	Postini, Inc.	Tumbleweed
Certeon	Intel Corporation	PostPath	United Messaging, Inc.
CertifiedMail	IntelliReach Corporation	Predictive Consulting	USA.NET
CipherTrust	Intermedia	Presensoft, Inc.	USinternetworking, Inc.
Citrix Systems, Inc.	Internet Commerce Aust.	Proofpoint	Validian Corporation
City of Seattle	Intradyn, Inc.	PURVIS Systems	Vector ESP, Inc.
ClearStory Systems	Ipswitch, Inc.	Quest Software, Inc.	VERITAS Software Corp.
Clearwell Systems, Inc.	Iron Mountain, Inc.	Radiance Networks	Vircom, Inc.
Cloudmark	IronPort Systems, Inc.	Recommind	Vodafone K.K.
CMS Watch	IXOS Software, Inc.	Reconnex	WatchGuard Technologies
Cobweb Solutions	Jabber, Inc.	Red Earth Software	Waterford Technologies
Code Green Networks	Johnson Financial Group	Redmond Media	Watson Wyatt Worldwide
Colligo Networks, Inc.	Kerio Technologies, Inc.	Reflexion	WebEx Communications
Commtouch Software Ltd.	Kroll Ontrack, Inc.	RenewData	Websense
CommVault	KVS, Inc.	Research in Motion	Wingra Technologies
Concentric	Legato Systems, Inc.	Reuters	Workshare
Concept G LLC	Lifecare Ctrs. of America	Robinson Memorial	Yahoo!, Inc.
Connected Corporation	LiveOffice	Rockefeller Foundation	ZANTAZ, Inc.
Convergence Limited	Lucid8		Zenprise
Cordant, Inc.	MailChannels		Zimbra, Inc.
Cox Communications	Mailtrust		ZipLip, Inc.
Crosslink Capital	Maxtor Corporation		Zix Corporation

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SHIPPING INFORMATION <i>(IF SAME AS ABOVE, PLEASE LEAVE BLANK)</i>	
NAME	TELEPHONE
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CITY, STATE, ZIP/POSTAL CODE	COUNTRY

PAYMENT OPTIONS	
<input type="checkbox"/> American Express	
<input type="checkbox"/> Visa	
<input type="checkbox"/> MasterCard	
Credit Card #: _____	
Exp. Date: ____ / ____	
<input type="checkbox"/> Please send invoice	
<input type="checkbox"/> Quarterly billing to begin _____	
<input type="checkbox"/> Please contact me to arrange payment	
COMMENTS:	
Signature _____ Printed Name _____	

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