



Mobile Messaging Market Trends, 2010-2013

Report Focus

This report presents the results of a detailed research program into preferences and plans for mobile messaging capabilities among mid-sized and large organizations in North America. It focuses on a variety of mobile messaging issues, examines how mobile devices are used and the applications for which they will be used in the future.

The goal of this research was to provide vendors, investors and others interested in the mobile messaging market with actionable information that they can use to develop marketing plans and to more accurately focus their efforts on understanding and penetrating the market for mobile messaging.

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About Osterman Research, Inc.

Osterman Research, Inc. provides market research, cost modeling, benchmarking and related services to vendors of messaging and collaboration 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.

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.

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