



Messaging Policy Market Trends, 2010-2013

Report Focus

This report focuses on drivers for messaging policy management in mid-sized and large organizations in North America, as well as the current state of policy development. The research conducted for this report, as well as the report itself, are focused on the needs of vendors, investors and others who are interested in participating in the messaging policy management market in some way, whether as providers of messaging policy management systems or as those who support the use of these systems. The information presented in this report is designed to help these vendors and interested parties make informed decisions about the future opportunities available in this market.

The research was conducted, and this report was written, from an objective standpoint, not with any predisposition for or against a particular point of view. Because multiple vendors were involved in funding this report, no particular vendor's viewpoint had an influence on shaping the research focus, although early subscribers to the report were given the opportunity to provide input to the research program conducted specifically for this report.

Overview

Virtually every aspect of messaging management must follow a set of policies that are dictated by corporate best practice, legal requirements, regulatory obligations or industry standards. For example, every organization should address a growing number of sometimes-difficult issues focused on their messaging infrastructure:

- Which communication technologies are allowed in the workplace and which are not?
- How will personal devices used for work purposes be managed?
- How will content be managed for long periods to satisfy legal, regulatory and other requirements?
- What constitutes "acceptable use" of corporate communications resources and what does not?
- Should different employees be subject to different policy requirements based on their role in the organization?
- To what extent does an organization have the right to dictate what employees tweet or post on Facebook?

The answers to these questions, and the technologies and practices that organizations implement to address them, are critically important to minimize corporate risk, maximize employee productivity and generally advance the cause of the organization.



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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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