



SaaS Messaging Market Trends, 2009-2012

Report Focus

This report presents the results of a detailed research program into preferences and plans for hosted, SaaS and managed messaging capabilities among North American organizations over the period 2009-2012. It focuses on various types of outsourced messaging capabilities, including complete messaging services, messaging security services and archiving services, among others. The goal of this research and report is to provide vendors, investors and others interested in the SaaS 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 hosted and managed services. Accompanying this document, and provided earlier to subscribers to the Osterman Research Subscription Service (ORSS) 2009, is the complete data set from the primary survey that was conducted for this report.

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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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