



Enterprise VoIP Market Trends, 2009-2012

Report Focus

This report focuses on the North American market for VoIP among organizations in the mid-sized (100-1,000 email users) and enterprise markets (>1,000 email users). We have chosen to define organizational size based on the number of email users and not employees, since the former tends to be a more important determinant of technology choices for most organizations. This document discusses the results of an in-depth market research program conducted specifically for this report. It focuses on a major primary research survey of primarily messaging decision-makers in North American organizations.

Key Findings and Trends Discussed in this Report

➤ **The Growing Importance of VoIP**

During the course of the year, we have seen the importance of VoIP implementations rise significantly and, based on our research, we expect VoIP's importance to increase over the next 12 months. At the same time, VoIP is viewed as more important than unified communications.

➤ **VoIP Adoption Continues to Grow**

As shown in the following figure, the proportion of VoIP users will continue to grow, from 28% of users in 2008 (up from 20% of users in 2007) to more than 50% in 2010. At the same, an even larger proportion of organizations report that they have deployed a VoIP system.

➤ **Cutbacks are Due to Hit the VoIP Industry in 2009**

While 40% of respondents indicated that their organization had budgeted for VoIP in 2009, up from 31% in last year's survey, the actual numbers spent per organization are going to be significantly lower. This is not at all surprising given the current economic downturn and the need that many organizations are experiencing to focus only on the most critical expenditures.

➤ **Marketing Messages Address Technology and Business Arguments**

The decision to deploy VoIP continues to be primarily an IT decision involving IT management, CIOs and, increasingly, CFOs.

➤ **User Activity**

According to our research, respondents tend to place and receive about the same number of calls, with the difference being that twice as many tend to be local calls as they do long distance calls. This translates into a 3,600 calls per site per day – assuming each employees places and receives 30 calls and there is a median of 1,200 employees and a median of 10 locations. This could translate into substantial cost savings, even for smaller organizations.



➤ **Who's Leading?**

Cisco continues to be viewed as the market leader in VoIP today, followed by Avaya and Nortel. Skype was the highest-ranking service, beating out long-time enterprise providers like Verizon and AT&T. Skype was also the most popular consumer VoIP service, cited by 50% of the respondents, followed by, MSN (11%) and Google Talk (13%). Similarly, when it comes to connecting to network-based VoIP services, none is more desirable than Skype, cited by 42% of respondents.

➤ **The “Big Concerns” About Consumer VoIP Services**

The most common concern about consumer VoIP services was security (42%), followed by reliability/quality-of-service (QOS) at 14% and cost at 10%. Connections to the public-switched telephone network (PSTN) were seen as an entrance requirement, which mirrors the high importance respondents placed on PSTN connections for VoIP systems.

Table of Contents

Chapter 1	
Executive Summary	1
Chapter 2	
Background and Methodology	7
Chapter 3	
Current State of Messaging, IM and VoIP Adoption	9
Chapter 4	
Preferences for VoIP Deployments	15
Chapter 5	
Desirability of VoIP Capabilities	25
Chapter 6	
VoIP Form Factor, Function and Feature Requirements	29
Chapter 7	
Factors Affecting VoIP Deployment	35
Chapter 8	
Purchase Decisions for VoIP Solutions	41
Chapter 9	
Forecast of VoIP Deployment	45
Chapter 10	
Vendors of VoIP Solutions	49



List of Figures

Forecast of Users Employing VoIP	2
Messaging Systems in Use.....	7
Status of the Convergence of Voice and Data Networks	9
Penetration of Various Communication Technologies	10
Most Frequently Used Consumer/Public VoIP Services	11
“Is the use of consumer/public VoIP sanctioned within your organization?”	12
Current Status of VoIP Deployment.....	13
Median Calls Made and Received per Employee per Day	14
“Would your organization consider using a consumer/public VoIP solution instead of an in-house or private VoIP solution?”	15
“Would your organization deploy or use a VoIP system that did not include integration with the public switched telephone network (PSTN)?”	16
Importance that a VoIP/PBX Solution be Substantially Lower than the Existing PBX Solution (or Equivalent) in Place Now	17
Preferred Architectures for VoIP	18
Preferred Models for the Initial Migration to VoIP	19
Initial Preference for Centralized or Distributed Presence/VoIP Services.....	19
Long-Term Preference for Centralized or Distributed Presence/VoIP Services.....	20
Plans for Integrating VoIP With an Enterprise Messaging System	21
“Would your organization purchase a VoIP system that did not include enterprise instant messaging and presence?”	22
“Would your organization purchase an enterprise instant messaging and presence system that did not include VoIP?”	23
“Does your organization believe that a VoIP system and an enterprise instant messaging system should be integrated into the same system or should they be separate capabilities?”	24
Desirability of Various VoIP Capabilities	25
Client Devices That Organizations Plan to Deploy in their VoIP Infrastructure	27
Top Criteria for VoIP Handset/Softphone Peripheral Selection.....	28
Importance of a VoIP/PBX Appliance Including a Prepackaged TDM Gateway and Analog Line Support.....	29
“Is your organization aware of the ability to deliver encrypted VOIP communications?”	30



List of Figures (concluded)

“How does the ability to deliver encrypted VOIP communications impact your decision to deploy VoIP in your organization?”	31
Value of a VoIP System Based on Whether or Not it Includes a Presence-Enabled Contact List	32
Network-Based VoIP Solutions With Which Organizations Want Their Internal VoIP Solution to Interoperate	33
Expected Level of Satisfaction With a VoIP System at Different Levels of Reliability	38
Roles Involved in the Purchase/Adoption Decision Process for VoIP	41
Sources From Which Organizations Would Likely or Definitely Purchase VoIP Solutions	42
VoIP Penetration in the North American Workplace Market, 2008-2012	45
Importance of VoIP in Overall Business Plans and Priorities, 2008-2009	46
Importance of Unified Communications in Overall Business Plans and Priorities, 2008-2009	47
Eventual Distribution of VoIP Endpoints by Type	48

List of Tables

Importance of Various VoIP-Related Capabilities	26
Importance of VoIP-Related Various Standards	34
Perceived Potential Benefits of VoIP	35
Factors That Would Motivate Organizations to Migrate to VoIP	36
Agreement With Various Statements About VoIP	37
Organizational Concerns About VoIP	39
Importance of Various Sources About VoIP	43
Perceived Market Leaders of VoIP Solutions	49
Vendors’ PBXs in the Installed Base	50



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.

**Enterprise VoIP Market Trends, 2009-2012
was published in February 2009 and is available for \$2,495**

For more information on Osterman Research,
or if you have any questions about this
report, please contact us at:

Osterman Research, Inc.

P.O. Box 1058
Black Diamond, WA 98010-1058

Tel: +1 253 630 5839

Fax: +1 866 842 3274

Email: info@ostermanresearch.com

<http://www.ostermanresearch.com>





Order Form

Enterprise VoIP Market Trends, 2009-2012

Available Immediately for \$2,495

Includes hard copy and electronic copy of report, as well as electronic copy of all survey data. All materials are provided with a subscriber-wide license and can be used throughout your organization.

This report can also be ordered online at <http://www.ostermanresearch.com/orderform.htm>

BILLING INFORMATION	
Name	Telephone
Organization	Fax
Street Address	Email
City, State, Zip/Postal Code	Country
SHIPPING INFORMATION (if same as above, please leave blank)	
Name	Telephone
Organization	Fax
Street Address	Email
City, State, Zip/Postal Code	Country
Method of Payment	
<input type="checkbox"/> Visa	Credit card #: _____
<input type="checkbox"/> MasterCard	Exp. date (MM/YY): ____ / ____
<input type="checkbox"/> Please send invoice	Purchase order #: _____
<input type="checkbox"/> Payment is enclosed	
<input type="checkbox"/> Please contact me to arrange payment	
Please note requested billing arrangements:	