



## Mobile Messaging Market Trends, 2007-2010

### Report Focus

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This report presents the results of a detailed research program into preferences and plans for mobile messaging capabilities among North American organizations over the 2007-2010 timeframe. It focuses on a variety of mobile messaging issues and examines how these devices are used and the applications to which they will be put 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.

### Key Findings and Trends Discussed in this Report

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- **Growth of Employer-Supplied Devices Will Double**  
As of mid-2007, 15% of the workforce in mid-sized and large organizations in North America has an employer-supplied mobile device. Growth of employer-supplier mobile devices is expected to be strong through 2009.
- **Mobile Use in the Workplace Will Grow**  
Today, more than one-third of the workforce in mid-sized and large organizations that is equipped with employer-supplied mobile devices uses them while they are at work. However, this figure is expected to grow to nearly one-half of the workforce with employer-supplied devices by 2009.
- **Various Mobile Platforms Will Achieve Greater Penetration**  
Virtually all types of mobile communications devices will achieve greater penetration into the email user base into 2008.
- **Windows Mobile Use Will Grow**  
The vast majority of organizations currently support BlackBerry and Windows Mobile devices and will continue to do so into 2008. While BlackBerry support will continue to dominate organizations' support plans for the next several years, support for Windows Mobile devices will increase significantly over the next several years.
- **BlackBerry and Windows Mobile Devices are the Most Sought After**  
BlackBerry devices and the growing variety of Windows Mobile devices are the most desired of the mobile messaging platforms in the workplace.



- **Most Organizations Have Established a Corporate Mobile Standard**  
Three out of four organizations have already established a corporate standard for mobile messaging devices.
- **Interest in Presence Integration Will Grow**  
Currently, fewer than 20% of mid-sized and large organizations consider integration of presence into mobile messaging devices and applications to be a high or very high priority. However, interest in presence integration is expected to increase sharply by 2008, with 45% of organizations anticipating that they will consider this to a high or very high priority.
- **Most Will Want Mobile Messaging to be Presence-Enabled**  
Although most organizations today have not taken significant steps toward integrating presence with mobile messaging platforms and applications, nearly two-thirds will want mobile messaging to be presence-enabled at some point.
- **Personal Mobile Access is Becoming More Important**  
Currently, one out of five employees is expected by their employers to be reachable on a personal mobile device, as shown in the following figure. Within the next year, however, nearly one out of four employees will need to be reachable via their personal mobile device.
- **Most Believe That Mobile Messaging Increases Productivity**  
The vast majority of organizational decision makers believe that mobile messaging can significantly improve users' productivity.
- **Ensuring Appropriate Use of Mobile Devices is a Problem**  
About two-thirds of organizations take the view that ensuring that employees use mobile devices properly is a serious or very serious problem.
- **Accessing Corporate Data and Losing Devices are Key Concerns**  
Almost as serious a problem are accessing corporate data repositories from a mobile device and data loss resulting from employees losing mobile devices. A significant proportion of organizations view protection against liability in the event of the loss of a mobile device, as well as reporting and analysis capabilities, to be difficult or very difficult problems.



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## About Osterman Research, Inc.

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.

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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