



Messaging in the SMB Market, 2006-2009 **A New Osterman Research Multiclient Study**

Because many vendors focus on the large enterprise market, they can overlook the opportunities that are available to them among companies and other organizations that have fewer than 1,000 employees. Osterman Research will publish a study that examines the messaging needs of small and midsize businesses (SMBs). The study will be designed specifically to help vendors understand and participate in the growing SMB market.

This report will help vendors understand the messaging needs of SMBs, including their need for messaging servers and services, messaging security, encryption, instant messaging and presence, backup and disaster recovery tools, preferred form factors (software vs. appliance vs. managed services) and other capabilities. Topics to be covered in **Messaging in the SMB Market, 2006-2009** will include the following, but as with all Osterman Research multiclient studies, *questions from early subscribers will be included in the surveys conducted specifically for this report:*

- ✓ Current demand and forecasts for the number of messaging seats in the SMB market, as well as the penetration of anti-virus, anti-spam, anti-spyware, secure messaging, backup and other systems.
- ✓ Identification and analysis of the criteria used by SMB decision makers as they make plans for messaging system deployments and upgrades through 2009.
- ✓ Analysis of how SMBs evaluate and purchase messaging systems and related capabilities and how this differs from the way in which enterprises do this.
- ✓ Key differentiators between the large enterprise and SMB markets in terms of sales channels, price points, the propensity to use hosted and managed services, the desired balance between price and performance and other factors.
- ✓ Analysis of the unique problems faced by SMBs in the context of evaluating, deploying, using and maintaining messaging and related systems.
- ✓ The features and functions that SMB decision-makers consider to be the most and least important as they evaluate messaging servers and services, messaging security systems, secure messaging tools and other capabilities.
- ✓ An analysis of the form factors and delivery models sought by SMB decision makers (software vs. appliance vs. managed service).
- ✓ The market demand for hosted, managed and ISP messaging services and how offerings for the SMB market must differ from those designed for large enterprises.
- ✓ Analysis of the types of marketing messages that will most resonate with SMB decision-makers, as well as those messages that will not be effective.
- ✓ Analysis of the critical success factors for vendors as they attempt to serve the SMB market.
- ✓ Other topics to be determined by early subscribers to the report.

Benefits of Early Subscription

Although ***Messaging in the SMB Market, 2006-2009*** is a multiclient study, early subscribers will have the opportunity to submit questions that will be included in the surveys conducted specifically for this report, allowing these subscribers to customize the report to their specific information requirements. As a result, although the issues identified above will be included in the final report, a Table of Contents is not yet available, since the content will be determined in large part by the information needs of the early subscribers.

Pricing and Delivery

Messaging in the SMB Market, 2006-2009 will be available through September 1, 2006 for the reduced price of US\$1,795; pricing for this report after September 1, 2006 will be US\$2,195. The report will be published in September 2006.

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.

Among the things that make 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 with very high response rates.

The founder and principal of Osterman Research, Inc. is Michael D. Osterman. Mr. Osterman has more than 20 years experience in the market research industry, conducting research for a wide variety of technology-based clients. Mr. Osterman has extensive experience in the design, deployment and analysis of market research programs, and has developed sophisticated cost modeling and forecasting methodologies in use by a wide variety of companies in the messaging industry. Mr. Osterman has written numerous articles for a variety of trade publications, and is currently author of a twice-weekly, online column on messaging issues published by *Network World Fusion*. He has been a panelist and speaker at various industry and vendor-sponsored events.

Osterman Research serves a worldwide client base, including BT, Symantec, BorderWare, Trend Micro, Postini, MessageLabs, Microsoft, FrontBridge Technologies, Cloudmark, FaceTime, Yahoo!, ZixCorp, IronPort Systems and Sendmail, among many others.

For more details on ***Messaging in the SMB Market, 2006-2009***, or to order, please contact us, order online at <http://www.ostermanresearch.com/reportorder.htm> or complete the following order form:

Order Form

Messaging in the SMB Market, 2006-2009

\$1,795 through September 1, 2006

\$2,195 thereafter

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:	

