



Unified Messaging Market Trends, 2007-2010

Report Focus

This report focuses on demand drivers for unified messaging and related technologies. 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 unified messaging market in some fashion, whether as providers of unified messaging systems, security capabilities, archiving systems, VoIP capabilities or other systems. The information presented is designed to help these vendors and interested parties make informed decisions about the future opportunities available in this market.

Key Findings and Trends Discussed in this Report

- Four out of five organizations have a high degree of interest in integrating their email data with other repositories, such as customer relationship management, content management and knowledge management systems.
- Sixty-eight percent of organizations plan on migrating to a new messaging system within the next two years. Adding in the 9% that will migrate after two years, a total of 77% plan some type of email system change. Only 23% tell us they have no migration plans.
- Unified messaging gets a vote of confidence with well over one-half of organizations indicating that a unifying system is more desirable than separately managed email and telephone systems.
- Nearly three out of five organizations believe that there is value in upgrading to a unified messaging system in order to help lower overall telephony costs and pave the way for new technologies like IP telephony.
- A majority of organizations believe that end users will be more productive by using a unified messaging system. Most organizational decision-makers believe that senior non-IT managers will benefit from unified messaging capabilities.
- Only about one-quarter of organizations that have deployed unified messaging systems are satisfied with the initial system costs and deployment hurdles. However, once a system is installed, a significant majority like the ease of use provided by the system's various voice and messaging features. About one-half are satisfied with system maintenance and ongoing maintenance costs.



- Among organizations that have not deployed a unified messaging system, an overwhelming majority believe that unified messaging's initial costs are too high. The second barrier, perceived by two-thirds of organizations that have yet to deploy a unified messaging system, are anticipated deployment problems.
- About two-thirds of organizations believe that unified messaging will require much more storage than their current conventional system, while only one in ten organizations anticipates no impact on storage whatsoever.
- About two in five organizations expect unified messaging to reduce overall messaging and telephony costs.
- A plurality of organizations think they will have more security difficulties with unified messaging than they do with their current conventional system.
- Almost two-thirds of organizations are concerned or very concerned that their archived voicemail records could be subject to an e-discovery request. During the next year, however, this concern will grow.
- Most organizations expect to have some level of 'political' difficulty associated with their deployment of a unified messaging system.

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About Osterman Research, Inc.

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