



Enterprise Messaging Server Trends, 2006-2009 ***A New Osterman Research Multiclient Study***

Osterman Research will publish a study that examines the messaging needs of North American enterprises. This study is designed specifically to help vendors and others understand and participate more effectively in the enterprise messaging market and to help them gain insight into the current and future needs of their prospective customers. This report is one in a series of messaging-oriented reports that Osterman Research will publish during 2006.

This report will focus on the messaging needs of enterprises, including their need for messaging servers and services, messaging security software and appliances, secure messaging capabilities, backup and disaster recovery tools and other capabilities. Topics to be covered in ***Enterprise Messaging Server Trends, 2006-2009*** will include the following, but as with all Osterman Research multiclient studies, questions from early subscribers will be part of the surveys conducted specifically for this report:

- ✓ Current data and forecasts for leading messaging systems, including market shares for all of the leading messaging servers and clients.
- ✓ Identification and analysis of the criteria used by enterprise decision makers as they make plans for messaging system upgrades and migrations through 2009.
- ✓ Analysis of the role that archiving, instant messaging, presence and email security will play in enterprise decisions on upgrading existing systems and migrating to new messaging systems.
- ✓ Analysis of the market for integrated policy management.
- ✓ Analysis of the market for messaging capabilities to 'non-traditional' workers, including a forecast of messaging penetration to these workers.
- ✓ Analysis of the market for 'alternative' messaging systems and enterprise plans for replacing market-leading messaging systems while leaving the desktop infrastructure intact. Analysis will focus on enterprise pain points with current messaging systems, the likelihood that enterprises will switch to alternative messaging systems, and key decision factors in selecting a messaging system.
- ✓ Analysis of the market for hosted messaging and offerings from managed service providers.
- ✓ Market perceptions of all the major and minor vendors of messaging systems, particularly with regard to considering these vendors for product upgrades and migration.
- ✓ Detailed total cost of ownership (TCO) data for each of the major messaging systems, including initial acquisition, administration and maintenance costs.
- ✓ Other topics to be determined by early subscribers.

Benefits of Early Subscription

Although **Enterprise Messaging Server Trends, 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

Enterprise Messaging Server Trends, 2006-2009 will be available through October 6, 2006 for the reduced price of US\$1,795; pricing for this report after October 6, 2006 will be US\$2,195. The report will be published in November 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.

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 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 **Enterprise Messaging Server Trends, 2006-2009**, or to order the report, please contact us, order online at <http://www.ostermanresearch.com/reportorder.htm> or complete the order form on the next page.

Order Form

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