



Presence, IM and Real-Time Communication Trends, 2007-2010 **Report 3 of the Osterman Research Subscription Service 2007**

Osterman Research will publish a study of the instant messaging and presence markets that will survey both IT management and end-users of messaging systems. The report will focus heavily on how enterprises want to integrate presence with existing backend systems, telephony and new applications. The study will also focus heavily on how organizations currently use and will use Web conferencing and collaboration tools.

Presence, IM and Real-Time Communication Trends, 2007-2010 can be purchased as a standalone report or as part of the Osterman Research Subscription Service (ORSS) 2007.

Presence, IM and Real-Time Communication Trends, 2007-2010 will focus on the markets for IM and presence capabilities and technologies in mid-sized and large enterprises. Topics to be covered in the report include the following, but as with all Osterman Research multiclient studies, questions from early subscribers will be fielded in the surveys conducted specifically for this report:

- ✓ Current enterprise data and forecasts for:
 - IM penetration by enterprise size and industry
 - Market shares for IM systems used
 - Adoption of corporate standards for IM
 - Use of public IM networks
- ✓ Current enterprise views on the role that IM and presence will play during 2007 through 2010 for internal systems and customer-facing applications, which existing systems are the most likely candidates for presence integration during the near term and where organizations want to use presence in the future.
- ✓ Enterprise requirements for IM and presence security.
- ✓ The ROI that leading enterprises are experiencing and that they demand from their IM and presence infrastructures.
- ✓ Concerns that enterprises have with the use of presence and potential vendor marketing messages that will help to overcome these objections.
- ✓ IT attitudes and responses to IM and presence in the enterprise.
- ✓ Senior management concerns about the use of IM and presence in the enterprise and what enterprises are doing and can do to address these concerns.
- ✓ The role of consumer-oriented IM networks in the enterprise.
- ✓ How enterprises will justify the deployment of IM and presence.
- ✓ The impact of IM and presence on email systems and other communications systems.
- ✓ Key IM and presence vendors, as well as vendors of related products and technologies.
- ✓ Other topics to be determined by early subscribers to the report.

Benefits of Early Subscription

Although ***Presence, IM and Real-Time Communication Trends, 2007-2010*** is a multiclient study, early subscribers will have the opportunity to submit questions that will be fielded in both the IT-oriented and end-user surveys that will be 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

Presence, IM and Real-Time Communication Trends, 2007-2010 will be available through February 16, 2007 for the reduced price of US\$1,895; pricing for this report after February 16, 2007 will be US\$2,295. The report will be published in March 2007.

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 America Online, FaceTime, General Motors, Genesys, Hewlett Packard, Intel, Jabber, Microsoft, Postini, Sendmail, Sprint and Yahoo!, among many others.

For more details on ***Presence, IM and Real-Time Communication Trends, 2007-2010***, or to order, please contact us, order online at <http://www.ostermanresearch.com/reportorder.htm> or complete the following order form:

Order Form

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