



Mobile Messaging Market Trends, 2008-2011

Report 7 of the Osterman Research Subscription Service 2008

Osterman Research will publish a study that analyzes the mid-sized business and enterprise market for mobile messaging in North America, including a detailed forecast of demand for various types of mobile messaging platforms through 2011. The study will focus on market demand for mobile email, instant messaging, SMS and other services and will analyze key drivers and trends in the mobile messaging space.

Mobile Messaging Market Trends, 2008-2011 can be purchased as a standalone report or as part of the Osterman Research Subscription Service (ORSS) 2008.

This report is focused on the specific information requirements of vendors that offer mobile messaging services or that are considering providing these services. Topics to be covered in **Mobile Messaging Market Trends, 2008-2011** will 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 penetration and forecasts for adoption of mobile messaging systems in mid-sized businesses and enterprises. The forecast will be segmented by key mobile messaging platforms, including laptops/notebooks, RIM BlackBerry, Microsoft Windows Mobile, Apple iPhone, Symbian and other platforms, and will forecast penetration of wireless mailboxes, by platform, through 2011.
- ✓ The role of open standards for mobile messaging and the impact this will have on platform adoption.
- ✓ Factors that will drive mid-sized businesses and enterprises to adopt mobile messaging for their workforce, as well as factors that will inhibit growth of the market.
- ✓ Analysis of the specific job functions that will drive demand for mobile messaging.
- ✓ Changes in corporate security measures and expenditures that will be driven by increasing penetration of mobile messaging devices and technologies.
- ✓ The impact of spam aimed at mobile devices and organizations' plans to address the problem through the adoption of enhanced security, upgrades to existing systems, etc.
- ✓ Demand for email encryption using mobile devices.
- ✓ Price sensitivity to mobile messaging technologies, security services, hosted/managed services, etc.
- ✓ The role of hosted/managed service providers in providing mobile messaging services, including security services, and organizations' willingness to outsource their mobile messaging infrastructure.
- ✓ Other topics to be determined by early subscribers to the report.

BENEFITS OF SUBSCRIPTION

- Access to the most current market data available
- Includes a subscriber-wide license: report and data can be used by all employees in your organization
- You receive answers to your specific questions
- Data and graphics from the report can be used in your marketing collateral, presentations and other materials

Benefits of Early Subscription

Although **Mobile Messaging Market Trends, 2008-2011** 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

Subscription to **Mobile Messaging Market Trends, 2008-2011** will be available through June 23, 2008 for the reduced price of US\$1,995; pricing for this report after June 23, 2008 will be US\$2,495. The report will be published in August 2008.

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, McAfee, FaceTime, Yahoo!, ZixCorp, IronPort Systems and Sendmail, among many others.

For more details on **Mobile Messaging Market Trends, 2008-2011**, 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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\$1,995 through June 23, 2008
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