



Messaging Policy Management Trends, 2008-2011 **Report 6 of the Osterman Research Subscription Service 2008**

Osterman Research will publish a study that analyzes the market for email and messaging policy management governance in the mid-sized business and enterprise market in North America. The study will focus on the key market drivers that are motivating organizations to adopt integrated policy approaches for managing their email and other messaging infrastructures. The study will also focus on how vendors can take advantage of these trends by developing new offerings that are aligned with these market drivers.

Messaging Policy Management 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 messaging-related products, managed services and other offerings. Topics to be covered in **Messaging Policy Management 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:

- ✓ Key factors and market forces that are driving mid-sized and large organizations to adopt integrated, policy-driven approaches for:
 - Managing inbound content (anti-virus, anti-spam, anti-spyware).
 - Managing outbound content to control distribution of intellectual property, how and when outbound content is encrypted, digital rights management, etc.
 - The retention of business information through archiving and other technologies for regulatory compliance, legal discovery, storage management, etc.
 - Managing business continuity/disaster recovery and other aspects of messaging.
- ✓ Key regulatory and legal drivers that are forcing changes in the way that email and other messaging systems are managed, including a detailed analysis of important regulatory and legal changes that are impacting organizations.
- ✓ Key features and functions that organizations are seeking in policy-management systems.
- ✓ A detailed analysis of organizations' current and future views on software, appliance and managed service delivery models for providing policy management capabilities.
- ✓ Price points that organizations are willing to pay for various offerings.
- ✓ A detailed cost analysis that demonstrates the costs of managing messaging systems using point, best-of-breed solutions versus integrated, policy-driven systems.
- ✓ Opinions and ratings for vendors that provide policy management offerings.
- ✓ 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 **Messaging Policy Management 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 **Messaging Policy Management 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 **Messaging Policy Management 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

Messaging Policy Management Trends, 2008-2011

\$1,995 through June 23, 2008
\$2,495 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:	

