



## **The UK Messaging Market, 2007-2010** **A New Osterman Research Multiclient Study**

Osterman Research will publish a study that focuses on the market for messaging systems in the United Kingdom. The study will focus on how organizations are managing messaging systems, the email and instant messaging management problems they face, how they are dealing with messaging security issues, their preferences for internally managed versus hosted systems, the role that messaging archiving will play, the market for secure/encrypted messaging and other issues. IT decision makers in mid-sized and large enterprises will be surveyed in-depth.

This report is focused on the specific information requirements of vendors that offer messaging and related systems. Topics to be covered in **The UK Messaging Market, 2007-2010** will include the following, but as with all Osterman Research multiclient studies, questions from early subscribers will be fielded in the survey 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 used in the United Kingdom.
- ✓ Identification and analysis of the criteria used by organizational decision makers as they make plans for messaging system upgrades and migrations through 2010.
- ✓ Analysis of the market for messaging capabilities to 'non-traditional' workers, including a forecast of messaging penetration to these workers.
- ✓ Analysis of the role that instant messaging, presence and email security will play in organizational decisions for upgrading existing systems and migrating to new messaging systems.
- ✓ Analysis of the market for 'alternative' messaging systems and organizational plans for replacing market-leading messaging systems while leaving the desktop infrastructure intact. Analysis will focus on organizational pain points with current messaging systems, the likelihood that organizations will switch to alternative messaging systems, and key decision factors in selecting an alternative messaging system.
- ✓ Discussion of markets, drivers and growth for messaging archiving, secure/encrypted messaging, outbound content scanning for compliance and other capabilities.
- ✓ Analysis of the market for hosted messaging and offerings from managed service providers.
- ✓ Market perceptions of all of 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 to the report.

## Benefits of Early Subscription

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Although ***The UK Messaging Market, 2007-2010*** is a multiclient study, early subscribers will have the opportunity to submit questions that will be included in the survey 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

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***The UK Messaging Market, 2007-2010*** 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.

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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 Osterman Research 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 MessageLabs, BT, Microsoft, Nokia, Yahoo!, Postini, Intel, CipherTrust, IBM and Alcatel USA, among many others.

For more details on ***The UK Messaging Market, 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

## The UK Messaging Market, 2007-2010

\$1,795 through October 6, 2006  
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