



Enterprise VoIP Market Trends, 2007-2010 **A New Osterman Research Multiclient Study**

Osterman Research will publish **Enterprise VoIP Market Trends, 2007-2010**, a study that will analyze the market for Voice-over-IP/Internet telephony in mid-sized and large organizations. The study will focus on the key issues that organizations consider in evaluating VoIP systems, their likelihood of adopting VoIP, the vendors that they will consider when evaluating VoIP and vendors', how VoIP will integrate with email, instant messaging and other systems, and vendors' marketing messages that will most resonate with prospective customers.

This report is focused on the specific information requirements of vendors that offer messaging functionality, including email, instant messaging, presence-enablement, fax services, mobile services and voice services. Because all Osterman Research multiclient reports provide the opportunity for early subscribers to submit questions for inclusion in the surveys that will be conducted for the reports, they can meet specific and customized information requirements in a way that off-the-shelf reports cannot.

Enterprise VoIP Market Trends, 2007-2010 will focus on the following topics, in addition to topics that will be defined by early subscribers to the report:

- ✓ Current demand for VoIP systems and forecasted penetration of VoIP systems in the enterprise through 2010.
- ✓ Quantification of key factors that will motivate organizations to migrate to VoIP, including lower telephony costs, integration with presence, ease of administration, ability to provide additional services, remote access to telephony services and other factors.
- ✓ How current and expected perceptions of VoIP quality and service levels relative to conventional telephony will impact the market for VoIP.
- ✓ Quantification of key factors that will discourage adoption of VoIP systems.
- ✓ Deployment models for VoIP in small, mid-sized and large organizations.
- ✓ Quantification of enterprise concerns about VoIP, including call quality, cost savings, network bandwidth constraints, potential for malware and related problems, initial cost of the VoIP infrastructure and regulatory issues.
- ✓ The importance of standards in enterprise VoIP purchase decisions.
- ✓ The role of messaging server vendors, email security vendors, archiving vendors, PBX vendors, carriers and others in the VoIP evaluation, selection and deployment process.
- ✓ Specific functions and features required by IT for both backend VoIP systems and clients.
- ✓ Specific functions and features required by end users.
- ✓ The role of consumer-oriented VoIP in the workplace and the impact this is having and will have on IT and other parts of the organization.
- ✓ Other topics to be determined by early subscribers to the report.

Benefits of Early Subscription

Although **Enterprise VoIP Market Trends, 2007-2010** is a multiclient study, early subscribers are given the opportunity to submit questions for inclusion 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. Consequently, although the issues identified above will be included in the final report, a Table of Contents is not yet available, since the final content of the report will be determined in part by the information needs of the early subscribers.

Deliverables

All subscribers to **Enterprise VoIP Market Trends, 2007-2010** will receive a bound copy and an electronic copy of the report, as well as all survey results in electronic format. Report subscribers will receive unlimited inquiry services to answer questions about information contained in the report.

Pricing and Delivery

Enterprise VoIP Market Trends, 2007-2010 will be available through October 6, 2006 for the reduced price of US\$1,795; after October 6, 2006, the report will be available for 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 22 years experience in the market research industry, conducting research for a wide variety of 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 Avaya, America Online, Alcatel, Citrix Systems, EMC, Hewlett Packard, KVS, MessageLabs, Microsoft, Network Appliance, Nokia, Postini, Rockliffe, Sun Microsystems and ZANTAZ, among many others.

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