

Decision Support for Business Communication Professionals

- ◆ **Need to increase** your win rate against particular competitors?
 - ◆ **Preparing** detailed customer proposals?
 - ◆ **Training** new sales channels?
 - ◆ **Prioritizing** product enhancements?
 - ◆ **Considering** a new technology purchase?
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T3i Group provides expert analysis of a wide range of business telecommunications solutions. Our long-standing relationships with the leading vendors in this industry give us access to the latest product and service information. Clients' claim that our deep industry knowledge, accessibility, support for their specific inquiries and the depth and breadth of our Comparison Tools differentiate us from other research and analysis firms.

► **Product Comparison Tools & Databases**

T3i Group's industry-leading, searchable databases provide quick and easy access to vendors' product offerings for competitive analysis, pricing and sales planning. Users can access and customize feature functionality information in a consistent side-by-side format. T3i's databases enable users to review features, product and service information, and differences among products in a neutral, consistent language. Clients also have access to industry analysts to help dive into specific issues and opportunities.

T3i's databases are affordable vehicles for enterprise and government decision-makers to plan and manage purchases, understand trade-offs and options and gain the edge when negotiating with suppliers. Users can review products and technology side-by-side, identify solutions that meet specific needs and address interoperability issues before investing. ***T3i's databases reduce clients' risks and save research and analysis time.***

TelecomTactics has been recognized by manufacturers, channels, enterprises and governments as a source for unbiased, accurate information and advice since 1989. Virtually every major business communications system manufacturer relies on the TelecomTactics database for comparisons of over 700 telephony products:

- IP PBX / PBX / KEY Systems
- VoIP Telephones
- Unified Messaging/Voice Mail
- Contact Center/ACD
- Desktop Tools/Mobile Clients
- WiFi/DECT

The monthly TelecomTactics *Insider* newsletter keeps clients in the know by reporting on new product announcements. ***Manufacturers and channel partners using TelecomTactics have claimed an average 14% improvement in competitive win rates.***

Tactics enables industry users to plan more strategically, manage sales more efficiently and focus more sharply on their competitive advantages. For example,

- **Create** detailed side-by-side comparisons of competitive offers with summaries of strengths and weaknesses – then copy and paste sections into customer presentations in minutes
- **Anticipate** competitive strong points and create credible responses to prospective customers' questions
- **Use** objective 3rd party data to cut through point/counterpoint debates
- **Improve** sales team efficiency by spending time building sales tools instead of performing research and analysis - eliminate the need to wade through competitors' websites and product documentation
- **Obtain** unpublished information on new competitive offers

Collaboration Tactics compares alternative offers for more than 250 audio, video and web conferencing systems and services and 70 vendors, including:

- Video Conferencing Services
- Video Telepresence Systems
- Desktop/Personal Video Conferencing Systems
- Room/Group Video Conferencing Systems
- Video Conferencing Multipoint Control Units (MCUs)
- Video Phones
- Desktop Software Server-based Enterprise Video Products
- Web Conferencing Services
- Premises Software Server Browser-based Web Conferencing Solutions
- Web/USB Cameras
- Audio Conferencing Services
- Audio Conferencing Systems

SaaS (Software as a Service) and premises-based collaboration represent a very broad range of capabilities and solutions. Competition is dynamic across technologies and modes of delivery, and keeping track of differences among products and services is time and resource consuming. Enterprise decision-makers planning to invest in collaboration can understand trends and benefits by relying on our analyses. The cost and potential value of collaboration warrants an investment in Collaboration Tactics to ensure that the chosen technology meets their basic requirements.

The database presents the full array of collaboration decision options in one place – both premises-based and SaaS, so that users can be assured that solutions will be used to enhance business processes, fall within budget requirements and be compatible with their existing infrastructure.

UC₃ (Unified Communication Client Comparison Tool) provides in-depth, functional side-by-side comparisons of the 11 leading UC clients, including Microsoft®, Cisco® and IBM®. The database objectively details 450 functional, operational, pricing and packaging features, including strengths and weaknesses:

- Presence & Contact Management
- Instant Messaging
- IM Federation
- Telephony
- Desktop Video
- Conferencing/Collaboration
- Enterprise Workflow Integration
- Speech Recognition
- E-mail Integration
- SDKs & APIs
- Calendar Integration
- Voice Mail Integration
- Compatible Mobile, Web, Phone Clients
- Device Compatibility
- Architecture
- Scalability
- Configurations
- Security
- Client & Server Technical Requirements

UC₃ clarifies product features and functions in this complex, feature-rich, rapidly evolving market. It enables product planners to understand competitive features and interoperability, helps sales channels position their solutions appropriately and supports enterprises to deploy this new technology most productively.

T3i Group has clients in 46 countries across Europe, the Middle East, Africa, Asia and North and South America. We have offices in Cedar Knolls, NJ and New York City. To learn more about T3i Group, please visit our website (www.t3igroup.com), or email:

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