

Decision Support for Business Communication Professionals

- ◆ **Assessing** your market performance vs. competitors in Unified Communications?
- ◆ **Evaluating** potential investments or partners?
- ◆ **Increasing** your channel's effectiveness in selling Unified Communications?
- ◆ **Investigating** services opportunities?

T3i Group's mission is to help our clients make decisions based on insightful, actionable research and forecasts that encompass enterprise views, industry performance and evolving market solutions. The InfoTrack division of T3i Group was founded in 1990, and has provided in-depth research on enterprise communications for long-standing clients; including manufacturers, service providers, systems integrators, consultancies, government agencies and enterprises. Client testimonials show that our in-depth knowledge, accessibility and willingness to support their inquiries differentiate us.

► InfoTrack Unified Communications (UC) Market Share Analysis

InfoTrack monitors and analyzes enterprise telephony, messaging, contact center and Interactive Voice Response system shipments, revenue and market share, and provides the most accurate view of the installed base by technology and vendor in the industry. Knowing how competitors compare is essential to a successful growth strategy. Our market share tracking programs help product and marketing managers, strategic planners and channel partners understand industry shifts, opportunities and risks, and which incumbent vendors to target for installed base displacement.

- **InfoTrack for Enterprise Communications** tracks and forecasts business telephony system shipments, revenues and share globally, regionally and in 20 countries/region. Our analyses track and forecast IP Telephony (IPT) penetration of the installed base. A subscription to IEC includes:
 - Quarterly and annual market share tracking, trending and analysis
 - Lines shipped by size segment (2-40, 41-100, 101-400, 401-1000, 1001+, add-on; also 2-10, 11-20, 21-40, 41-100, 101+ for Key in N. America) & technology (PBX, Key, IP-PBX)
 - Revenues by technology
 - IP phones
 - Annual market analysis
 - Five year market forecasts by technology, including Centrex and Hosted IPT
 - North America installed base analyses by vendor, size and vertical

- Global IP installed base, Western Europe installed base (2000>) by IP/PBX, major vendor
- Distribution channel analysis
 - North America tracking: U.S., Canada
 - Global tracking: APAC, CALA, EMEA, Western Europe

► InfoTrack Market Research and Demand Analysis

T3i Group demand research is developed in consultation with clients, who help us prioritize survey topics. Our structured survey methodology delivers segmented trend analysis and demand forecasting.

- **InfoTrack for Unified Communications** evaluates the impact of unified communications applications and disruptive technologies, assessed by five customer size segments within the U.S. and international landscape. IUC gives product managers, strategic planners and marketing managers their target customers' perspectives on several UC applications, and provides analysis to help identify where to invest and how to bundle offers. An annual subscription to IUC includes five analyses:
 - **IPT and UC Solution in Transition (Two Reports)**
 - SMB market analysis
 - Enterprise market analysis
 - **IPT and UC Market Forecast – U.S.**
 - Shipments: station-lines; application users; average street price; revenues
 - Installed Base: station-lines; % implementing IPT

- **Disruptive Impact of New Competitors (Microsoft® & IBM®)**
 - Analysis of demand for Microsoft OCS, Response Point and IBM Lotus Sametime with Telephony
- **Business Value of UC**
 - Detailed surveys and analysis of Enterprises/ SMBs that are realizing value from the use of Unified Communications applications as quantified in our “Business Value Index,” which measures and compares progress by market segment and vendor
- **InfoTrack for Converged Applications** analyzes Unified Communications (UC) enterprise application and forecasts shipments, revenues and market share.
 - **Scope of analysis**
 - Global and regional: N. America (U.S., Canada), APAC, CALA, EMEA
 - Installed base
 - Six size segments, add-ons
 - Five year forecast
 - **Unified Messaging (UM)**
 - Shipments/share of mailboxes/seats and systems sold as CPE (non-consumer)
 - Technology – voice mail vs. unified messaging
 - Attach rates by manufacturer and region

Contact Centers

- Shipments/shares of agent seats and systems sold as CPE (non-consumer)
- Technology – IP vs. TDM (agents)
- **Interactive Voice Response (IVR)**
 - Segmented by Healthcare and Finance
 - Call center front end
 - Customer self-service transactions
 - Employee self-service
 - Call routing
 - Outbound calls
 - Technology
 - TDM, IP, SIP
 - VoiceXML vs. Proprietary Applications
 - DTMF vs. Speech
- **Hosted IP Telephony, Messaging, Contact Center Market Size and Share**
 - Telephony lines, voice and unified messaging mailboxes, contact center agent and

- supervisory positions, IVR ports
 - Share by service provider, platform provider, major industry segment
 - Market outlook
 - Competitive business models
 - Pricing trends and offer structures

- **InfoTrack for Enterprise Services** offers survey-based research on Hosted IPT, UC Applications and Mobility Services on a global basis. The reports include demand analysis and implementation satisfaction, based on responses from IT decision-makers. With the evolution of SaaS (Software as a Service), both vendors and service providers are using this information to understand how to advance and position their products and services. Subscriber reports include:

- The State of Fixed Mobile Convergence (FMC) in the Workplace
 - Demand research on features and applications important to enterprises, stages of deployment and supplier preferences
 - Analysis of supplier and service provider interviews in context of enterprise plans
- Managing the Company’s Wireless Gear
 - Demand research on enterprise plans, policies, investments in wireless for employees and equipment/expense management
 - Survey of WEM providers, plans and savings
- Hosted IP Telephony and Application Services
 - Demand research on enterprise plans and priorities for hosted IP telephony, contact centers, audio conferencing, desktop video conferencing, web conferencing, voice and unified messaging, IVR
 - Feedback from enterprises on why they adopted their level of satisfaction and preferred service providers
 - Considerations for future selection
- Hosted IP Telephony, Messaging, Contact Center Market Size and Share (see *InfoTrack for Converged Applications*)
- Managed Services Global Demand Forecast

These reports are published as part of the IES program, and are available individually or as a full subscription. The topics addressed in IES are updated annually to keep focused on cutting edge issues and market evolution.

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 sales@t3igroup.com

