

Decision Support for Business Communication Professionals

Today's enterprise decision makers are confronted with a tremendous amount of information on business communications products, applications, and services. This information can come from peers, end users, vendors, consultants, tradeshow, industry groups, newsletters and a variety of other sources. The sheer volume of data makes it difficult and time consuming to make the right decision when acquiring new products or services. Enterprise decision makers need to be able to quickly and cost effectively aggregate this data to drive decisions that meet their organization's unique business challenges.

Enterprise Insights from T3i helps enterprises narrow the range of alternatives before significant time, energy, and money is invested in assessing the most viable options. Other advisory services focus on high level assessments of vendors and their relative competitive position, but do not include detailed perspectives on individual products. Enterprise Insights provides a detailed, product-level analysis that enables enterprises to better assess options and features, and to select those products which are best suited to their needs and/or architecture.

Enterprise Insights leverages T3i's business communications product, application and service expertise to provide:

- ◆ Perspectives on evolving technologies and emerging trends that can help enterprises anticipate end-user needs and decide where to invest
- ◆ Detailed, web-based product comparison tools that assist in the selection process
- ◆ Access to industry experts to address the unique issues involved with making individual decisions.

Offer Elements

► Technology and Market Trends Awareness

Enterprise Insights provides timely updates and analysis of emerging trends in the industry including the introduction of new products and technologies. Through the regular publication of white papers that analyze emerging trends and provide guidance on how new technologies will affect enterprise networks and applications, T3i provides data that can help guide future IT architecture. We support enterprises with access to the same high quality information and tools that are used by equipment and application suppliers, keeping them more informed and enhancing their ability to stay ahead of the technology curve.

► Decision Support Tools

T3i's Web-based tools provide you with real-time access to the latest information on business communications products and services.

Tactics

Tactics is a side-by-side comprehensive comparison tool designed specifically to support the analysis, planning and selection of the right business telephony system and associated applications. Tactics provides in-depth product reports and comparisons of hundreds of leading communications products as well as a monthly newsletter on the latest industry offers.

Unified Communications Collaboration (UC³)

UC³ provides in-depth, side-by-side comparisons of the leading UC clients, including Microsoft, Cisco and IBM. The database objectively details 450 functional, operational pricing and packaging features, including strengths and weaknesses.

Collaboration Tactics

Collaboration Tactics compares alternative offers for more than 250 Audio, Video and Web Conferencing Systems and Services and 70 vendors. It enables users to create side-by-side comparisons of products and services by functionality and scope.

Tarifica

Tarifica is a globally recognized service in advisement on Telecom operator pricing. T3i covers 450 operators in 130 countries, and our database of fixed, wireline, broadband, and 2G/2.5G and 3G/3.5G wireless tariffs is the largest in the world. Operators, global enterprises, and consultants and telecom expense managers rely on Tarifica

Inquiry Support

Live access to our market and technology experts provides enterprises with answers to specific questions about: vendor strengths/weaknesses and technology directions, industry trends and new technologies as well as support for specific technology acquisition decisions. This capability helps to inform the decision making process by providing answers to technology questions in real-time.

Why Enterprise Insights?

Improve the decision making process.

- ◆ **Investigate** new products and applications, and respond to new business opportunities.
- ◆ **Access** equipment and application comparison information.
- ◆ **Easily access** global carrier service rates.

Reduce risk.

- ◆ **Gain** insightful analyses of industry trends and new technology business acquisition issues drive informed technology decisions.
- ◆ **Enhance** understanding of internal user issues and applicable technologies in order to build a technology architecture that meets their needs.
- ◆ **Drive** fully informed decisions with access to complete, unbiased product, service and application information.
- ◆ **Shorten** the decision cycle with comprehensive information on product features and narrow choices to the key few before purchase.

Lower cost.

- ◆ **Free** internal staff to concentrate on high value projects instead of technology research with access to product, application and services data.
- ◆ **Facilitate** an improved negotiating position with suppliers and service providers with comprehensive product capability knowledge.
- ◆ **Enable** internal staff to cover more options, more thoroughly than if they conducted their own research with in depth coverage of many providers.
- ◆ **Reduce** overall project cost via easy access to data that allows enterprises to engage third party consultants at a later point in the decision process.
- ◆ **Eliminate** unwanted sales pressure from vendors by using third party to query providers.

Enterprise Insights Subscriptions

Enterprise Insights is available as an annual subscription, and includes:

- ◆ Unlimited corporate-wide access to our comparison tools and rate tables.
- ◆ Regular updates on industry trends in the form of white papers, alerts and newsletters.
- ◆ Ten hours of live inquiry support with our industry experts, (Additional support hours can be purchased in blocks of ten).

T3i also offers short-term subscriptions including:

- ◆ Limited access, (five users) to comparison tools and rate tables and the option to upgrade to a full year.
- ◆ Industry updates with portal access for the length of the subscription.
- ◆ Three hours of live inquiry support with our industry experts.

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

Veljko Pavlovic, vpavlovic@t3igroup.com, +011 44 207 692 5284 • Bonnie Fairbrother, bfairbrother@t3igroup.com, +001 973 602-0181 • Craig Born, cborn@t3igroup.com, +001 973 602-0133 • Erana Marks, emarks@t3igroup.com, +001 973 602-0136