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T3i Group Announces Enterprise Insights™ Decision Support Tools for Business Communications Professionals

Leading Industry Research Firm Uses 25 Years of Experience to Help Enterprises Reduce Risk and Shorten the Acquisition Cycle for Business Communications Technology

Cedar Knolls, NJ (March 23, 2010) – T3i Group today announced the launch of Enterprise Insights, an advisory service designed to help enterprises with their business communications technology acquisitions. The Enterprise Insights decision-support package enables businesses to acquire new business communications products and services faster, with less risk, and at a lower cost.

“Enterprise IT decision makers are confronted with a tremendous amount of data on business communications products, applications and services from a variety of sources,” said Jim Flinton, CEO of T3i Group. “Enterprise Insights quickly and cost effectively assimilates all of this data into a single resource to help drive technology acquisition decisions that meet the needs of businesses.”

T3i’s in-depth whitepapers and tools pick up where most research services, which provide a high-level industry analysis, leave off. T3i’s unique position in the market enables its analysts to drill down on the details of business communications products and services to create side-by-side product comparisons.

“T3i has long-standing relationships with equipment and service providers in the business communications space,” said Flinton. “These relationships enable our analysts to provide a more detailed product-level analysis that gives enterprises the ability to better assess specific options and features in order to select products and services that are best suited to their needs.”

Enterprise Insights includes perspectives on evolving technologies and emerging trends that can also help enterprises anticipate end-user needs and decide where to invest for today and the future. A key feature of the offer is our comprehensive, web-based product comparison tools that provide instantaneous access to the latest information on hundreds of products and services from industry leading manufacturers. T3i’s tools for decision support include: *Unified Communications Comparison Tool* a benchmarking tool that compares more than 450 features/functions and specifications on vendor desktop products; *Collaboration Tactics* an online tool that enables users to create side-by-side comparisons of collaboration products and services; *Tarifica*, a globally recognized service in advisement on Telecom operator pricing; and *Tactics*, a tool designed to help select the right business telephony system and applications.

Enterprise Insights also features access to our industry experts to help guide enterprises through the decision making process, adding significant value to our tools and whitepapers. Enterprise Insights is available as an annual subscription or on a short-term basis with the option to upgrade.

About T3i Group

The T3i Group has more than 25 years of experience in providing competitive intelligence, consulting and advisory services to the global business communications industry. T3i provides industry-leading, searchable decision support tools that 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 an easy to understand side-by-side comparison format to gain an edge over the competition or when negotiating



with suppliers. Our clients include manufacturers, operators, solution providers, regulators, government agencies, consultants, analysts and enterprise decision makers.

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