

IP-BASED COMMUNICATIONS SERVICES IN THE ENTERPRISE: A QUALITATIVE REVIEW OF SURVEY FINDINGS

ENTERPRISES INCREASINGLY RELY ON VOIP, IP-BASED CONFERENCING, PRESENCE TECHNOLOGY, AND UNIFIED MESSAGING.

As today's larger enterprises look to more effectively communicate both internally among workers and divisions as well as externally among customers and business partners, many are eyeing emerging IP networking and telecommunication technologies such as Voice over Internet Protocol (VoIP), IP-based conferencing, presence technology, and unified messaging. These are the findings according to a recently conducted Ziff Davis Media survey, sponsored by AT&T, of technology decision-makers at companies with 1,000 or more employees.

EXECUTIVE SUMMARY

Adoption of IP-based communications is widespread among larger enterprises, according to the survey, while close to three-fourths reporting current or planned use of VoIP and IP-based conferencing (video, audio, and/or white board). In addition, 72% said that "unified messaging" technologies—allowing multiple messaging

formats to be accessed by a single device—are important to their organizations. Meanwhile, 54% indicated their companies' use or planned implementation of "presence" technologies that allow network users to know the connection status of other network users.

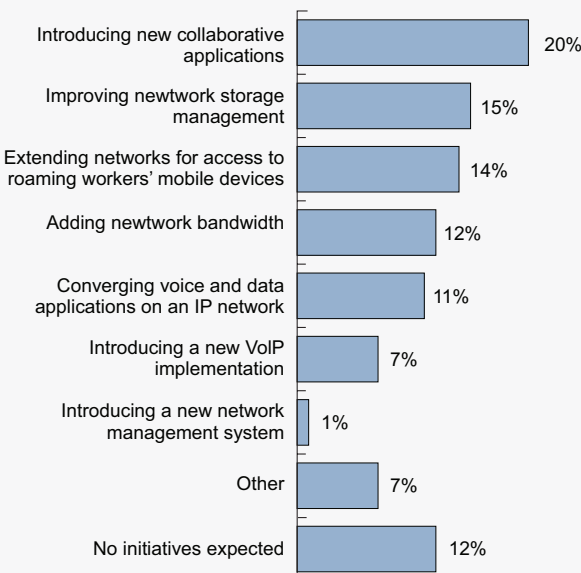
The most important networking initiative for 2007, according to the majority of survey respondents (20%), is introducing new collaborative applications.

VOIP ADOPTION HIGH

VoIP usage is quite high among large enterprises, according to the survey. A total of 73% of survey

Envisioned Networking Initiatives for 2007

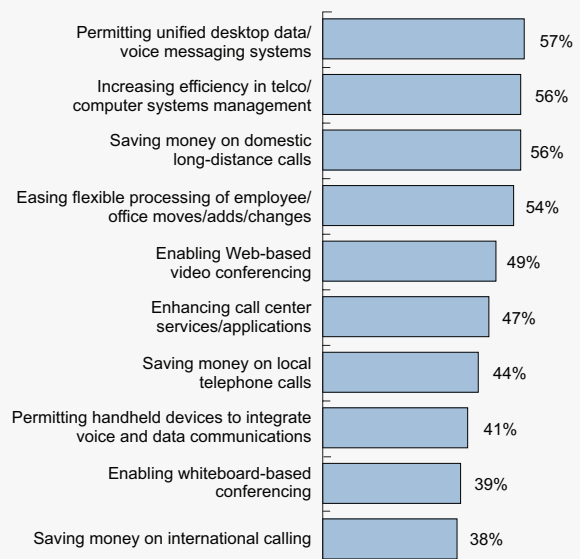
Which one of the below do you expect to be the most important networking/telco initiative for your organization in 2007?



Benefits of Implementing VoIP

On a seven-point scale, where seven is "extremely important" and 1 is "not at all important," how important is or would each of the following benefits of implementing VoIP be to your organization?

TOP 3 RATINGS ON A 7-POINT SCALE



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respondents said that they were already using or in the beginning stages of implementing VoIP. Twenty-nine percent stated that VoIP was used only in specific locations within their companies, while 12% indicated its use only in specific departments. Twenty-two percent of survey respondents stated that their organizations were planning to use VoIP in the future, and another 16% said their companies were at the pilot-implementation stage. Just 12% of survey respondents said their organizations had no plans to use VoIP.

In terms of the perceived benefits that VoIP affords survey respondents' companies, 57% rated permitting unified desktop data/voice messaging systems as the most important benefit. Next in perceived importance was increasing efficiency in telco/computer systems management and saving money on domestic long-distance calls, each of which was cited by 56% of respondents as being important.

EYES ON IP-BASED CONFERENCING

IP-based conferencing is also top of mind among large companies. A total of 74% of survey respondents said that they use or plan to use one or more of IP-based video, audio, and white board conferencing technologies. Looking at each individually, 57% of respondents said they used or are planning to use video conferencing, while 34% indicated the same for audio conferencing, and 33% for white board conferencing.

IP-based video conferencing services are mostly used to exchange information internally, with next-highest

usage seen among business partners. In ranking the top applications for which IP-based video conferencing was or would be used, 50% of respondents indicated training, followed by meetings for planning (47%) and routine group meetings (42%).

On the audio conferencing front, survey results were similar to that of video insofar as the types of people that were receiving information from an organization. A total of 88% of survey respondents indicated internal employees, while 50% said business partners. Top perceived benefits of IP-based audio conferencing as cited by survey participants included reducing travel expenses and increasing productivity (each at 50% of respondents). Twenty-seven percent of respondents felt that audio conferencing was more effective than other forms of conferencing, while 21% said that it was easier to do than other conferencing types. The most-used applications for audio conferencing are planning meetings (cited by 52%), training (48%), and routine group meetings (32%).

For IP-based white board conferencing, 80% of survey respondents said that employees comprised the largest group of people that were being given information via this method of communication.

INTEREST IN PRESENCE TECHNOLOGY

"Presence technology" was defined in the survey as that which allows an enterprise's network user to know when another user is connected to the network, and is thus available to receive and immediately respond to a message or to other application output. Here, 54% of survey respondents said that their organizations use or plan to use this type of technology. A total of 28% said that their companies are currently using presence technology for users in multiple departments.

UNIFIED MESSAGING OF IMPORTANCE

"Unified messaging" was defined in the survey as technology that allows e-mail, voice mail, SMS, and other messaging formats to be available through a single device. A total of 72% of survey respondents said that unified messaging was important to their organizations. Forty-four percent stated that it was important for just some employees, while 28% indicated its importance to all employees.

A handful of challenges were cited regarding its implementation. Twenty-two percent of survey participants cited cost justification as the number-one implementation challenge, followed by security issues (21%) and inter-system compatibility (18%).

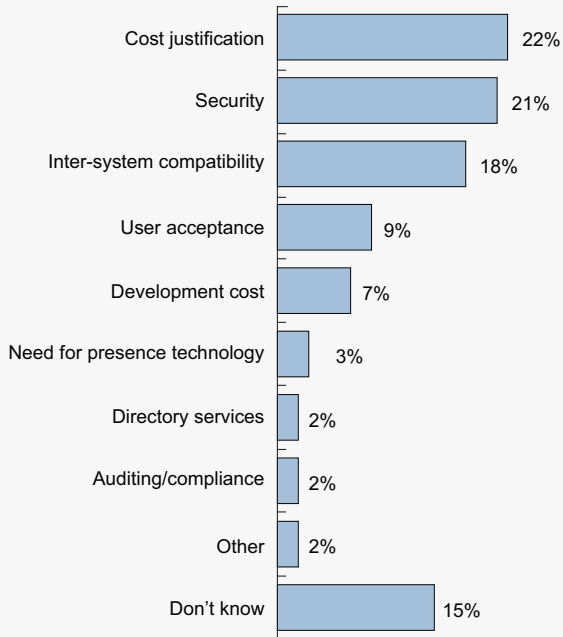


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Challenges in Implementing Unified Messaging

What do you consider the greatest challenge to implementing unified messaging?



SURVEY RATIONALE AND RESPONDENT PROFILE

The survey results presented in this white paper were obtained in a study conducted for Ziff Davis Media in December 2006 and January 2007 by InsightExpress LLC, an independent market research company located in Stamford, Conn. An on-line survey was conducted among representative, qualified networking/telco technology decision-makers, and readers of enterprise-related publications published by Ziff Davis. These respondents represent education, financial services, government, healthcare, IT, media/publishing/advertising, and telecommunications enterprises with 1,000 or more employees; over half of all survey respondents represented companies with more than 10,000 employees. In total, 163 respondents qualified and completed the survey. Survey estimates are accurate to within +/- 7.6% at the 95% level of confidence.

For more information on how your enterprise can benefit from the use of IP-based communications technologies, visit www.att.com/networkingexchange.