



## Telsyte

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## IP Adoption to Double in the Next Two Years, Finds Telsyte

**Sydney**, 11th August 2008 - Telsyte's latest research into Australia's business fixed line market reveals that four in ten businesses are intending to replace their networks with an all-IP solution by 2010.

"While increasing numbers of Australian firms are deploying IP-based networks, there is still some hesitancy due largely to a lack of confidence in these services in a number of areas," said Samia Jawed, Telsyte Senior Industry Analyst.

The research reveals a high level of Internet penetration among Australian - organisations across all business size segments. Interestingly, price is no longer the most critical factor in the selection of data and Internet services. "More and more businesses are now moving beyond Internet use for email communications, to deploying Internet-based business applications. For them, Internet access has become a critical and for some even mandatory resource for business operations," said Ms Jawed. "Accordingly, businesses small and large alike, want high-bandwidth and reliable connectivity solutions, for which many are happy to pay more."

Telsyte has also detected strong adoption of Skype and other Internet-based VoIP by Australian companies, especially among SOHO and small businesses. "Greater availability of higher-bandwidth broadband and improved quality of Internet-based VoIP services have lifted user confidence in these services, increasingly deemed acceptable within the business segment, however, the impact of these services on PSTN traffic is yet to take hold," said Ms Jawed. "Typical usage of these services is for internal communications."

The survey, which also probed the use of e-commerce, found that almost two-thirds of Australian businesses are using it for either B2B sales and purchases or B2C sales, with the highest - usage in the mid-market and large enterprise segments.

This study, titled "Australian Business Fixed Line Usage and Directions, 2008 End-User Survey," was published as part of Telsyte's annual Business Decision Maker Series to explore corporate Australia's telecommunications usage, preferences and adoption trends. The 2008 study series involved over 900 business decision maker respondents, making it the largest of its kind in Australia.

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**About Telsyte**

[Telsyte](#) is an Australian-based market research consultancy specialised in the competitive intelligence of the converged communications market. Telsyte's expertise is centred on the three core competency areas of Carrier & Broadband, Mobile & Wireless and Enterprise Communications. Telsyte provides industry insights through custom research and consulting as well as ongoing research, which includes market reports and online databases. Telsyte is a business unit of Australia's largest independent telecom consulting company, [Gibson Quai-AAS Pty Ltd.](#)