



Telsyte
A business unit of Gibson Quai AAS
Level 4, 31 Market Street
Sydney NSW 2000 Australia
www.telsyte.com.au
Phone: (02) 8297-4650
Fax: (02) 8297-4633

ABN 91 009 323 620

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Web Collaboration – Enhancing Internal Communication and Extending Customer Reach, finds Telsyte

Sydney, 19th January 2009 - Telsyte's latest research into Australia's enterprise communications market reveals that Australian businesses widely embraced web collaboration technologies to improve communications both internally, to improve workforce productivity and business processes, and externally, as mechanism to better engage with customers. Research has shown that around 50% of MLE organisations are already using web collaboration tools, with another 20% looking to deploy collaboration platforms over the next 12 months. The SME market has also shown great interest in the technology with over 25% of SMEs looking to use collaboration tools by the end of 2009.

"The interest and uptake of web collaboration is very much aligned with Australian businesses' priorities for 2009 and also the awareness of the Green ICT movement," said Gary Tsang, Telsyte Enterprise Communications Analyst. "Mid-market and large enterprise decision makers are currently evaluating various options in increasing workforce productivity and streamlining business processes, and at the same time, reducing cost of running the business by leveraging technology. The ROI is much higher for some vertical than others."

Telsyte has observed that the on-demand, pay-per-use nature of web collaboration is also attractive to the SME market. "SMEs finds the pay-per-use model both capital and resource friendly," Gary Tsang explains. "In addition, the current platforms available in the market are easy to use, and virtually works on all types of desktop environment and configurations, hence significantly lessen the burden for internal IT to service and support."

Telsyte has also detected a shift in businesses usage preference of collaboration tools - as an interface to external customers. Businesses are utilising the document/application sharing features to provide services, such as training and remote sales support, for customers. "Using collaboration technologies as a externally facing tool adds another level of complexity, especially for B2C focused businesses," said Gary Tsang. "Apart from taking into account the business's own ICT environment, they need to also consider the network and desktop constraints at the customer's end."

These research findings are from Telsyte's latest research report titled, "**Conferencing and Collaboration Technologies in the Australian Business Market 2008**". This report provides an authoritative assessment of Australian conferencing and collaboration market developments. The report also includes a high level assessment of current collaborative technologies available in the Australian market.

For media inquiries, please contact:

Gary Tsang

Associate Analyst

Phone: (02) 8297 4644

gtsang@telsyte.com.au

About Telsyte

[Telsyte](http://www.telsyte.com.au) 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.](http://www.gibsonquai.com.au)