



## Telsyte

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## **Businesses Say Microsoft Needs Partner to Thrive in Unified Communications, Finds Telsyte**

**Sydney**, 28th July 2008 - Telsyte's latest research into Australia's enterprise communications market, through Australia's largest independent survey of key decision makers in the ICT sector reveals that Unified Communications (UC) is set to take off in the next 12 months. Nearly 40% of Australian businesses with some underlying telephony capabilities have indicated a likelihood to deploy UC, with the large enterprise market having the strongest intention to roll out the technology in the workplace.

"Despite the current economic sentiment in Australia, the majority of businesses are looking to either increase or sustain the same level of enterprise communications spend, especially among the large enterprise" explained Gary Tsang, Telsyte's Enterprise Communications Analyst. "Armed with a sizeable budget, combined with aggressive targeted marketing and education campaigns from vendors, decision makers are now ready deploy UC to complement their business process improvements initiatives, which is key to realising tangible benefits."

The study finds that businesses have a positive perception about Cisco in UC, with one in three indicating that they are evaluating the vendor's solution in the next 12-36 months. The intention is especially strong in the high end of the business market with nearly 60% of organisations considering Cisco over the same period. A large number of businesses are also evaluating solutions of multiple vendors including Alcatel-Lucent, Avaya and Nortel, across various market segments. Telsyte also notes that there is a difference in preferences for specific vendor solutions, between key market segments and specific verticals.

Telsyte's research also indicates businesses are also positively predisposed to Microsoft for UC solutions. Over half the decision makers interviewed indicate Microsoft will have an important role to play in the ecosystem. But at this stage, they think that Microsoft will need to partner with existing hardware vendors, indicating a lack of confidence in the OCS being a standalone proposition.

"Microsoft certainly has an important role to play in UC and we can't rule out a possible challenge at this early stage, given that they have access to a large client base," said Gary Tsang. "At the moment, most of the deployment of OCS has been part of another vendor's solution, but at some stage Microsoft will need to show its credentials as a standalone solution. The small to medium business market would be a good starting point, where they can carve out a more compelling proposition in the short-term."

This study, titled "Australian Enterprise Communications 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, spending, 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](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-aas.com.au)