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Price No Longer Ultimate Driver For Australian Business Mobility, Finds Telsyte

Sydney, 30th June 2008 - Telsyte's latest research into Australia's enterprise mobility market reveals that the industry has entered a new phase of maturity where price is no longer the ultimate adoption driver. Corporate Australia, in particular, now considers network coverage as the most critical carrier attribute while customer service has begun to take centre stage as companies mobilise line-of-business (LOB) applications.

"Mobile services have become so commoditised and competition has become so intense that businesses can now obtain cheap and comparable prices from any carrier," explained Warren Chaisatien, Telsyte Research Director. "The decommissioning of Telstra's CDMA network has also heightened the role of network coverage, something Australian businesses might have taken for granted previously." In addition, highlighting the importance of coverage is the fact that nearly half of business mobile calls are currently made indoors.

The study finds that one in every three Australian employees are now mobile and one in two are equipped with either a mobile phone, smart phone or a mobile broadband modem. Although Telstra remains the dominant service provider to Australian businesses, 3 Mobile boasts very high user spend, the lowest churn rate, and stellar results in the fast-growing mobile broadband segment. Meanwhile, "green telecom" is rising in importance in the eyes of Australian companies and yet most of them could not name a carrier or handset vendor who they would perceive as "being green," leaving the "green" mobile mind share battle unconquered.

Telsyte has also detected extremely strong growth in mobile LOB applications, with usage of the most popular application CRM registering a 10 percentage point growth year-on-year and customer service and integration with back-end IT systems cited as major considerations.

"Those LOB applications are increasingly deployed in conjunction with other convergence solutions, including mobile PBX and mobile VoIP," said Mr Chaisatien. "We are also seeing strong usage of consumer-type applications like instant messaging and social networking, which is laying a good foundation for organisations moving to embrace converged enterprise mobility solutions."

This study, titled "Australian Business Mobile 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)