



Telsyte

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Cost and Productivity Drives Business Mobility Growth While Microsoft Smartphone Footprint Shrinks, finds Telsyte

Sydney, 31st August 2009 - Telsyte's latest research into Australia's business mobile market reveals that despite the economic crisis, spending on mobile services by Australian organisations is projected to grow by 10% this calendar year to \$6.5 billion, with the strongest growth coming from non-voice usage driven by mobile broadband and smartphones.

"The economic crisis has forced Australian businesses to do more with less, with cost cutting, productivity and collaboration taking centre stage. More than ever, mobile technologies have become a vital business tool used to achieve that goal," said Warren Chaisatien, Telsyte Research Director. While the overall business use of mobile applications continues to grow, Australian firms have been looking inward and becoming more cautious about mobilising externally-facing mobile applications. As a result, Telsyte has detected a slowdown in the growth of adoption of line-of-business mobile applications like CRM this year.

Telstra's dominance in the business mobile market is the most pronounced in mobile broadband, where users consider network coverage and reliability the most critical carrier attributes, far ahead of competitive pricing. Although across-the-board mobile broadband pricing has dropped by half, fuelled by the emergence of MVNO providers, business ARPU has held up pretty well and declined by 15% year-on-year. The average spending remains well north of \$80."

Smartphones, now used by two-thirds of Australian businesses, have proved to be a very vibrant battleground, with market leader BlackBerry widening its lead over Nokia in the past 12 months. With the rise of Apple and Google in the smartphone OS market, Microsoft's popularity has shrunk markedly, both in terms of the installed base and as a platform of choice to standardise on. "Apple and HTC are the two fastest-growing vendors, each preferred by an impressive 9% of Australian businesses as their primary smartphone suppliers," observed Mr. Chaisatien. Telsyte also finds that, while mobile has become part and parcel of Australian business, a staggering 60% of companies remain without a mobile strategy, with two-thirds of industry verticals being the most guilty. Topping the list for those with a strategy is the integration of mobile technology with corporate UC deployment aimed at workforce productivity (bottom line improvement) and/or customer service (top line growth).

These research findings are from Telsyte's latest research report titled, "**Australian Business Mobile Usage and Directions, 2009 End-User Survey**," the flagship report in Telsyte's Annual Business Decision Maker Series. This study offers a detailed investigation and comprehensive analysis of spending and usage, drivers and inhibitors, as well as preferences and adoption trends for mobile and wireless technology in the Australian business market.

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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](#).

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