



CONVERGED COMMUNICATIONS
COMPETITIVE INTELLIGENCE

Telsyte's 2009 Research Programs and Multi-client Custom Studies

October 2008



2009 Research Programs & Multi-client Custom Studies

Leveraging our unique business models, Telsyte provides unparalleled end-to-end *decision support services* for industry players and end-users across the telecom market spectrum.

Our 2009 market intelligence offerings include:

Research Programs

Five subscription-based “off the shelf” market research programs:

- Australian Carrier & Broadband Program
- Australian Mobile & Wireless Program
- Australian Enterprise & Unified Comms Program
- Australian Mid-market & Large Enterprise (MLE) Program
- Australian Telecom Equity Research Program

NEW

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Multi-client Custom Studies (MCCS)

Two sponsorship-based “custom” in-depth market studies:

- Consumer Telecom Market MCCS
- Business Telecom Market MCCS

Australian Carrier & Broadband Program

Coverage:

This program offers competitive intelligence and developments of the Australian fixed connectivity market with comprehensive analyses of carriers and vendors as well as the business and consumer fixed voice, VoIP, broadband, data services and IP-based application markets.

This program assists fixed line/broadband industry players in making the right business decisions through a thorough understanding of market trends, competitive forces and business user behaviours.

Deliverables:

- Australian Fixed Line Market, 2008 Review & 2009-2012 Forecast Report
- Australian Business Fixed Line Usage & Directions, 2009 Survey Report
- Australian DSL Competitive Analysis Report
- Australian Fixed Line Technology Discussion Report
- Australian Fixed Line Market, Mid-year 2009 Forecast Update
- Australian MLE “Business Converged Communications” Case Study

Australian Mobile & Wireless Program

Coverage:

This program offers competitive intelligence and developments of the Australian mobile & wireless market with comprehensive analyses of carriers and vendors as well as the business and consumer mobile & wireless services, applications and device/smartphone markets.

This program assists mobile & wireless industry players in making the right business decisions through a thorough understanding of market trends, competitive forces and business user behaviours.

Deliverables:

- Australian Mobile Market, 2008 Review & 2009-2012 Forecast Report
- Australian Business Mobile Usage & Directions, 2009 Survey Report
- Australian Smartphone Competitive Analysis Report
- Australian Mobile Technology Discussion Report
- Australian Mobile Market, Mid-year 2009 Forecast Update
- Australian MLE “Mobilising Your Workforce” Case Study

Australian Enterprise & Unified Comms Program

Coverage:

This program offers competitive intelligence and developments of the Australian enterprise/unified comms market with comprehensive analyses of vendors and channel partners as well as the business enterprise/unified comms equipment, applications and services markets.

This program assists enterprise/unified comms industry players in making the right business decisions through a thorough understanding of market trends, competitive forces and business user behaviours.

Deliverables:

- Australian Enterprise & UC Market, 2008 Review & 2009-2012 Forecast Report
- Australian Business Enterprise & UC Usage & Directions, 2009 Survey Report
- Australian Enterprise & UC Channel Competitive Analysis Report
- Australian Enterprise & UC Technology Discussion Report
- Australian UC Vendor & Technology Update
- Australian MLE “Enhancing Revenue Opportunities through UC” Case Study

Australian Mid-market & Large Enterprise (MLE) Program



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Coverage:

This program provides practical insight into the Australian MLE (200+ employees) telecom market, based on “real life” consultancy with comprehensive assessments of their best practices in technology evaluations, solution selections and project implementations in converged communications, mobility and unified communications.

It is specifically designed to help MLEs better prepare for technology changes and make informed decisions on major technology investments and process re-engineering.

Deliverables:

- Australian MLE Telecom Usage & Directions, 2009 Survey Report
- Australian MLE Converged Communications Best Practice Report
- Australian MLE Enterprise Mobility Best Practice Report
- Australian MLE Unified Communications Best Practice Report

Australian Telecom Equity Research Program



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Coverage:

This program provides authoritative analyses of the performance of Australia's three leading telecom carriers – **Telstra, Optus, and Telecom NZ/AAPT** – with unrivalled assessments of their operating and financial results, backed by Telsyte's in-depth understanding of all facets of convergence communications technologies.

It is specifically designed for fund managers and investment houses that require “expert” industry analyses to supplement their internal capabilities.

Deliverables:

- For each of the 3 carriers:
 - 1 Annual Equity Research Report
 - 3 Quarterly Equity Research Updates
 - 4 Quarterly KPI & Financial Trackers

Multi-client Custom Studies (MCCS)

Telsyte MCCSes are custom studies commissioned by a number of industry players with common requirements. Sponsors of Telsyte MCCSes benefit from substantial cost savings through shared investment while having access to in-depth and highly relevant custom studies that address their unique business needs.

Study Topics:

In 2009, Telsyte will launch 2 MCCSes to gain targeted insights on the “hot” trends driving the Australian consumer and business telecom markets.

While the exact topics of our 2009 MCCSes will be determined at a later date, examples of these “hot” trends are:

- **Consumer Telecom Market MCCS** – e.g. mobile applications (advertising, location), triple play/home convergence, social networking, etc.
- **Business Telecom Market MCCS** – e.g. unified comms, green telecom, enterprise mobility, IP-based applications, etc.

Pricing

Research Programs

- Australian Carrier & Broadband Program **\$15,980**
 - 4 Reports plus 2 Updates
- Australian Mobile & Wireless Program **\$15,980**
 - 4 Reports plus 2 Updates
- Australian Enterprise & Unified Comms Program **\$15,980**
 - 4 Reports plus 2 Updates
- Australian Mid-market & Large Enterprise (MLE) Program **\$9,980**
 - 4 Reports
- Australian Telecom Equity Research Program **\$29,980 per carrier**
 - 1 Annual Report plus 3 Quarterly Updates & 4 Quarterly Trackers *per carrier*

Each research program subscription includes 15 hours of analyst time for custom analyses, background briefings or telephone enquiry support.

Multi-client Custom Studies

- Consumer Market **\$10,000-25,000** *depending on sponsorship level*
- Business Market **\$10,000-25,000** *depending on sponsorship level*

Contact Us

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