

## Proposed Telsyte Research Report Series 2009

<b>Research Stream</b>	<b>Carrier &amp; Broadband</b>
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Telsyte's **Carrier & Broadband Market** Research Stream offers end-to-end coverage of the Australian telecommunications connectivity market, including carrier/service provider infrastructure, technologies, offerings, service pricing and the carriers/service providers themselves. While this Research Stream covers all telecommunications services, emphasis is placed on Broadband and IP segments, with thought-leadership analyses of growing technologies such as MPLS, Ethernet and Fibre. This Research Stream also provides in-depth analyses of telecommunications service end-users, with a particular focus on the enterprise market by vertical industry and business size.

Report Category	Report Title	Content	Publication Time
Industry Report	Australian Telecom and Fixed Line Market, 2008 Review and Analysis & 2009-2013 Forecast	This flagship Telsyte report provides a comprehensive review and forecast of the Australian telecommunications market, including the Fixed Voice, Broadband, Data Communications and VoIP segments. It presents the market's key performance indicators (KPIs) such as subscriber numbers, service revenue, and service provider shares for 2008. In addition to the market sizing and five-year forecast (2009-2013), this report also provides analysis of industry trends with discussion on technology and regulatory developments.	1Q Calendar 2009
Demand-side Report	Australian Business Fixed-Line Usage and Directions, 2009 End-User Survey	Based on an enterprise end-user survey, this report probes usage and adoption of broadband and data usage among Australian businesses, focusing on such critical topics as adoption trends, service provider preferences and bandwidth usage trends. It also provides an analysis of drivers and inhibitors shaping broadband and data usage in the Australian enterprise sector. Sample demographics will consist of at least 300 IT/Telecoms decision makers from Australian businesses of all sizes and vertical industries. In-depth analysis on key end user trends and opportunities, survey data and market statistics, will feed into strategic recommendations.	2Q Calendar 2009
Supply-side Report	Australian Next-gen Broadband Infrastructure Round-Up, 2009 Competitive Analysis	Focusing on the Australian next-gen broadband market, this report offers a detailed investigation and comprehensive analysis of the latest broadband infrastructure availability in Australia, including the most up-to-date DSL2+, fibre, wireless infrastructure deployment, brief profiles of service providers and their current and future metro and regional rollout plans, as well as brief profiles of equipment suppliers.	3Q Calendar 2009
Technology Report	Australian Broadband Technology Assessment & Update	This report presents a review of broadband technologies and applications shaping the Australian market by discussing the developments and impacts of emerging technologies (such as FTtx, business collaboration, consumer convergence).	4Q Calendar 2009
Industry Update	Australian Fixed Line Market, Mid Year 2009 Forecast Update	To keep up with the rapid changes in the telecom industry, this report provides market sizing and forecast mid-year (June) updates to the main Review & Analysis Report published early in the year.	3Q Calendar 2009
Demand-side Case Study	Australian Mid-market & Large Enterprise "Business Converged Communications" Case Study	A real-life best-practice case study on the deployment of converged communications solutions in corporate Australia. Cases will be selected from Telsyte's actual end-user client base (large enterprises and government agencies), covering user's issue/problem identification, drivers, solution selection & evaluation, and benefit measurement. The case study will also leverage Telsyte's parent company's telecom consulting capabilities.	4Q Calendar 2009

**Note:** Telsyte reserves the right to modify the topics, publication order and/or publication time of these proposed research reports, as may be necessary due to the highly dynamic nature of the telecommunications industry.

## Proposed Telsyte Research Report Series 2009

Research Stream

Mobile & Wireless

Telsyte's **Mobile & Wireless** Research Stream provides end-to-end coverage the Australian mobile and wireless market, from vendors and solution providers to technologies and carriers/service providers to end-users. As wireless and mobility becomes part and parcel of Australian businesses, this Research Stream focuses on the enterprise mobility market by investigating the latest trends and development in the business use of mobile and wireless technologies, mobile devices and mobile applications, by vertical industry and business size. This Research Stream also offers thought-leadership analyses of emerging technologies such as mobile PBX, fixed-mobile convergence, and mobile advertising.

Research Stream	Report Title	Content	Publication Time
Industry Report	Australian Mobile Market, 2008 Review and Analysis & 2009-2013 Forecast	This Telsyte report probes the latest developments in the Australian mobile market, including the fast-growing mobile broadband segment. It provides the market's key performance indicators, such as subscribers and revenue, as well as the profiles and market shares of mobile service providers for 2008. Telsyte's latest five-year forecast from 2009 to 2013, in terms of subscribers and revenue, technology (2G/2.5G vs. 3G/3.5G), service (voice vs. non-voice), billing (prepaid vs. postpaid), customer segment (consumer vs. business) is also included.	1Q Calendar 2009
Demand-side Report	Australian Business Mobile Usage and Directions, 2009 End-User Survey	Based on an enterprise end-user survey, this Telsyte report probes mobile and wireless usage and adoption trends among Australian businesses. It discusses business use of cellular, WiFi and wireless broadband technology, mobile devices and applications, and service provider preferences and shares. In addition, the report examines Australian businesses' reception of emerging solutions such as fixed-mobile convergence and mobile PBX. Sample demographics will consist of at least 300 IT/Telecoms decision makers from Australian businesses from key vertical industries and horizontal market segments. In-depth analysis on key end user trends and opportunities, survey data and market statistics, will feed into strategic recommendations.	2Q Calendar 2009
Supply-side Report	Australian Business Smartphones & Vendors, 2009 Competitive Analysis	This Telsyte report competitively analyses major players in the Australian business smartphone market by offering profiles of each of the major players (product offerings, positioning, roadmaps, applications, industry solutions, channels), ranking them based on market share and a range of important criteria. It also offers conclusions and recommendations.	3Q Calendar 2009
Technology Report	Australian Mobile & Wireless Technology Assessment & Update	This Telsyte report discusses significant technology trends and developments and their impacts on the Australian mobile and wireless market. Potential topics of discussion include fixed-mobile convergence, mobile PBX, mobile advertising and mobile TV.	4Q Calendar 2009
Industry Update	Australian Mobile Market, Mid Year 2009 Forecast Update	To keep up with the rapid changes in the mobile industry, this report provides market sizing and forecast mid-year (June) updates to the main Review & Analysis Report published early in the year.	3Q Calendar 2009
Demand-side Case Study	Australian Mid-market & Large Enterprise "Mobilising Your Workforce" Case Study	A real-time best-practice case study on the deployment of enterprise mobility solutions in corporate Australia. Cases will be selected from Telsyte's actual end-user client base (large enterprises and government agencies), covering user's issue/problem identification, drivers, solution selection & evaluation, and benefit measurement. The case study will also leverage Telsyte's parent company's telecom consulting capabilities.	4Q Calendar 2009

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## Proposed Telsyte Research Report Series 2009

Research Stream	Enterprise & Unified Comm
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Telsyte's **Unified Comm** Research Stream focuses on the developments and market dynamics driven by IP-based unified communications and applications in the Australian enterprise space. It provides an in-depth analysis of the enterprise communications market, from end-to-end, including hardware and software vendors, channels (systems integrators, value-added resellers and carriers), and enterprise end-users, with a detailed look by vertical industry and business size. This Research Stream also offers thought-leadership analyses of such hot topics as Unified Communications and Convergence.

Research Stream	Report Title	Content	Publication Time
Industry Report	Australian Enterprise Communications Market, 2008 Review and Analysis & 2009-2013 Forecast	This Telsyte report probes the latest developments in the Australian Enterprise Communications market. It provides the market's key performance indicators, such as IP uptake and revenue, as well as the profiles and market shares of Enterprise Communications vendors for 2008 (over 12 key vendors). The report shows the latest developments around IP PBX vs Traditional PBX, IP applications and Telephony Services (managed and hosted telephony services).	1Q Calendar 2009
Demand-side Report	Australian Enterprise Communications Usage and Directions, 2009 End-User Survey	Focusing on Australian enterprise customers, this survey provides an in-depth view on end-user buying behaviours, adoption plans and satisfaction of current service providers and vendors in the enterprise & unified comms space. This survey offers a realistic 'on the street' view and validation of market trends, behaviours and impacts of vendor/service provider marketing activities. Sample demographics will consist of at least 300 IT/Telecoms decision makers from Australian businesses from key vertical industries and horizontal market segments. In-depth analysis on key end user trends and opportunities, survey data and market statistics, will feed into strategic recommendations.	2Q Calendar 2009
Supply-side Report	Australian Enterprise Communications Sales Channels, 2009 Competitive Analysis	This report looks at the current and future developments of the Australian enterprise & unified communications sales channel eco-system (telcos, systems integrators, IT services firms) by discussing the roles of channel partners, relationships and engagement levels of channel partners and vendors, profiles of the top 10 channel partners in Australia, conclusions and recommendations as well as a matrix summarising channel partner status.	3Q Calendar 2009
Technology Report	Australian Enterprise Communications Technology Assessment & Update	This report provides an update on the various technological changes surrounding the Australian enterprise & unified communications market. In depth analysis on technology trends surrounding Unified Communications, SIP, Wireless Technologies, Open Source, Peer to Peer, IP Applications and Collaboration will be covered. Due to a fast paced market, any future emerging technologies will also be covered and evaluated.	4Q Calendar 2009
Industry Update	Australian UC Vendor & Technology Update	To keep up with the rapid changes in the enterprise & unified comms industry, this report provides updates on vendor strategies and technology roadmaps, and evaluations.	3Q Calendar 2009
Demand-side Case Study	Australian Mid-market & Large Enterprise "Business Converged Communications" Case Study	A real-life best-practice case study on the deployment of UC solutions in corporate Australia. Cases will be selected from Telsyte's actual end-user client base (large enterprises and government agencies), covering user's issue/problem identification, drivers, solution selection & evaluation, and benefit measurement. The case study will also leverage Telsyte's parent company's telecom consulting capabilities.	4Q Calendar 2009

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