

Systems Integrators Best Positioned to Benefit from Unified Communications Growth, says Telsyte

Sydney, 6th November 2006 – Australia’s leading telecommunications research and analysis firm Telsyte today launched a new research publication titled, **Future of Unified Communications in Australia**, as part of its expanding research coverage into the fast-growing Australian Enterprise Communications market.

The report breaks down the current market FUD (Fear, Uncertainty, and Doubt) around Unified Communications (UC) and provides key essential recommendations for current and potential UC market participants.

Telsyte’s key findings include:

- ❑ UC is the killer application that the market has been searching for throughout the past 3-4 years of IP Telephony’s boom in Australia;
- ❑ The adoption of UC solutions is currently slow. Telsyte estimates that it will be 4-5 years before UC completely penetrates enterprises, as most UC installations today are still pilots;
- ❑ UC requires a high level of staff training and will challenge the way organisations have been running for the past decade; and
- ❑ Having conquered the enterprise desktop, Microsoft is poised to be the biggest threat to any current or potential UC player as it is approaching the market in the pursuit of gaining control of hardware to complement its software capabilities.

Telephony Market to Get Ready for Influx of Non-Telephony Players

“Both Enterprise Telephony Vendors and Telephony Channels need to be prepared for the coming wave of non-telephony players to the Enterprise Communications Space,” said Sam Yip, Telsyte Senior Industry Analyst. “They need to recognise that their competitors are no longer confined to traditional telephony players, and explicit IT companies. The main non-telephony players playing in the Enterprise Communications space today are, Microsoft, Google, Skype, Yahoo, and any Internet company that has a substantial reach into enterprise customers.”

According to Telsyte, the next coming weeks and months will see an onslaught of various UC announcements from all market players. “Unified Communications is a long-term strategy, and the best thing any vendor, channel or customer can do in the short term is be informed on the latest market movements around anything even slightly related to UC” said Yip.

Systems Integrators the Only Channels Capable of Unified Communications Sales Today

Telsyte research shows that the only channels that can design, implement and deploy UC properly are systems integrators such as Dimension Data, IBM and HP.

"Systems integrators have the necessary tools and internal structures to deal with the demanding 'non-telephony' and 'non-IT' side of the Unified Communications value chain, that is, the business integration," said Yip.

Existing telephony sales channels must either hire this expertise or partner/acquire a business services partner that will be able to complement their technology and industry expertise. "If the future of business communications is Unified Communications, then the outlook for SI's is a very bright one" said Yip.

The **Future of Unified Communications in Australia** report defines UC and discusses UC adoption in Australia as well as potential market opportunities and challenges faced by market players. It also provides an up-to-date chart of UC solutions of nine major UC vendors in Australia, and key recommendations for vendors, sales channels, and enterprise customers.

Telsyte is also simultaneously publishing a companion report titled **Future of Business Mobility in Australia**, which discusses mobile data trends in the Australian enterprise market; mobility as an extension of the corporate IP infrastructure; the impacts of enterprise mobility on the corporate network; the technical and business challenges of going mobile; and market outlooks on mobile devices, wireless technologies, convergence and applications.

For further information, please contact:

Research Enquiries:

Sam Yip
Senior Industry Analyst
Ph: + 61 2 8297 4654
sam.yip@telsyte.com.au

Sales Enquiries:

Mark Kuper
Director of Sales & Marketing
Ph: + 61 2 8297 4619
mark.kuper@telsyte.com.au

About Telsyte

Telsyte is an Australian-based market research and strategy organisation specialising in telecommunications technologies, services and metrics. Telsyte is a wholly owned business unit of leading independent telecommunications consulting firm Gibson Quai – AAS Pty. Ltd. (www.gqaas.com.au).