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Market reports

CONFERENCING & COLLABORATION TECHNOLOGIES IN THE AUSTRALIAN BUSINESS MARKET 2008

January 2009

Conferencing and collaboration technologies have always been part of the ICT environment in Australian businesses. Much like the voice and data convergence, the technologies have broken out of its silo operations and is now an important part of complementing other more established applications and communications systems in delivering end-to-end seamless communication services.

Produced annually as the authoritative report in Telsyte's Technology Research Series, this study provides an investigation and comparative analysis of leading Australian conferencing and collaboration technologies. Key findings of this report are:

- Telsyte's research has shown that in 2009, reduction in cost and the improvement in workforce productivity is the highest business priority in the minds of decision makers, followed by streamlining business processes.
- Investing/Evaluating workflow management tools (64%) is the top technology priority for the MLE market in 2009, in line with the desire to streamline business processes.
- MLE business decision makers see Green ICT as a mechanism for reducing operating cost, primarily through energy savings by having energy efficient server/storage and equipment, telecommuting and architecture consolidation.
- The awareness of the associated benefits of Green ICT is a major driver for the conferencing and collaboration market, where businesses can reduce their travelling expenses by using technology.
- Australian businesses are aware of the telepresence technologies and its benefits to long-term savings on travel cost and its contribution to reducing carbon emission.
- Around 20% of MLE decision makers have used the telepresence facilities for meetings in the past. However, only 5% of businesses are intending to try the telepresence experience in the next 12 months, with close to 50% having no interest in using the system at all.
- Decision makers, from both the SME and MLE segment, have embraced collaboration technologies and utilise it to improve business processes to deliver internal productivity gains, while extending customer reach.
- 50% of MLE businesses have indicated that they are currently using web collaboration tools, with nearly 20% looking to deploy or subscribe to the service in the next 12 months.

- SMEs are less receptive towards video conferencing technologies, with only 15% having used video conferencing in the past. Nearly 40% of SME decision makers have also declared that they have no plans to use the technology at all.
- Conclusion and recommendations.

Published simultaneously with this study are two other Comparative Analysis Series reports, namely:

- *Mobile Advertising in the Australian Market 2008*

Conferencing & Collaboration Technologies in the Australian Market 2008 is a 26-page report costing \$2,995 (excluding GST) and includes 12 Figures and 5 Tables.

Table of Contents

Section	Description	Page
1	EXECUTIVE SUMMARY	5
2	INTRODUCTION	7
2.1	Methodology	7
2.2	Definitions	8
3	CONFERENCING AND COLLABORATION TECHNOLOGIES	10
3.1	Business and Technology Priorities for Australian	10
3.2	Green ICT and Collaboration	11
3.3	Major Market Developments in 2008	12
3.3.1	Telepresence	12
3.3.2	On-Demand Collaboration	12
3.4	Uptake of Conferencing and Collaboration Technologies	13
4	NETWORK READINESS FOR UNIFIED COMMUNICATIONS	15
4.1	Current Network Infrastructure of Australian Businesses	15
4.1.1	WAN	15
4.1.2	LAN	16
4.1.3	Network Demand of Telepresence	17
4.2	Network Readiness and Upgrade for UC	17
5	COLLABORATION SOLUTIONS ASSESSMENT	19
5.1	Adobe Acrobat Connect	19
5.1.1	Key Findings	19
5.1.2	Pricing Model	20
5.2	Microsoft Live Meeting	20
5.2.1	Key Findings	20
5.2.2	Pricing Model	21
5.3	WebEx	21
5.3.1	Key Findings	21
5.3.2	Pricing Model	22
5.4	Genesys Meeting Centre	22
5.4.1	Key Findings	22
5.4.2	Pricing Model	23
5.5	Citrix GoTo Meeting Corporate	23
5.5.1	Key Findings	23
5.5.2	Pricing Model	24

5.6	Feature Comparison	24
6	CONCLUSIONS AND RECOMMENDATIONS	25
6.1	Managing the Expectations of Web Collaboration	25
6.2	Network and ICT Environment – The Foundation of	25
7	RELATED RESEARCH	26

Figures

Figure	Page
Figure 1 — Importance of Green ICT 2008 (MLE)	11
Figure 2 — Main Benefits of Green ICT 2008 (MLE)	12
Figure 3 — Collaboration & Conferencing Usage and Adoption Intentions (MLE)	13
Figure 4 — Collaboration & Conferencing Usage and Adoption Intentions	14
Figure 5 — Planned Migration to All-IP Network, 2008	15
Figure 6 — Layered Network Architecture	16
Figure 7 — Network Readiness for UC	17
Figure 8 – Adobe Acrobat Connect User Interface	19
Figure 9 – Microsoft Live Meeting User Interface	20
Figure 10 – WebEx User Interface	21
Figure 11 – Genesys Meeting Centre User Interface	22
Figure 12 – Citrix GoTo Meeting User Interface	23

Tables

Table	Page
Table 1 – Top 5 MLE Business Priorities for 2009	10
Table 2 – Top 5 MLE Technology Priorities for 2009	11
Table 3 – Top 5 Available Network Functionalities for MLE Businesses 2008	16
Table 4 – Top 3 Network Upgrade Required for UC	18
Table 5 – Collaboration Solution Feature Comparison	24

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