



CONVERGED COMMUNICATIONS  
COMPETITIVE INTELLIGENCE

## Market reports

# AUSTRALIAN ENTERPRISE TELEPHONY MARKET, 2007 REVIEW & 2008-2012 FORECAST

March 2008

The Australian enterprise telephony market has come down from its dizzy heights of 2004 and 2005 to experience low growth in 2007; with decision makers anticipating the uptake of Unified Communications (UC), but holding off to see what new market entrants have to offer.

The industry is refocusing on emerging mobility and SME opportunities as the maturity of the traditional medium and large enterprise makes itself felt.

Produced annually as the flagship report in Telsyte's Market, Analysis and Forecast Series, this study offers a detailed investigation and comprehensive analysis of the Australian enterprise telephony market by providing:

- A snapshot of the Australian enterprise telephony market for the year ended December 2007, including the market's key performance indicators (KPIs), such as revenues and market shares;
- Brief profiles of major enterprise telephony vendors, including their KPIs, technology, strategies and activities, culminating in "spider-web diagrams" evaluating vendor's performance on a number of key attributes, such as IP leadership and channel strength;
- Analysis of industry trends and outlook with discussion on technology and competitive landscape environments, as well as trends in the various business size and vertical segments;
- Telsyte's five-year forecast of the market from 2008 to 2012, in terms of, revenue, horizontal, and vertical plays, by enterprise telephony technology type (traditional, IP and Unified Communications); and
- Conclusion and recommendations.

Published simultaneously with this study are two other Market Analysis and Forecast Series reports, namely:

- *Australian Mobile Market, 2007 Review & 2008-2012 Forecast*, (Publication Number: 80477); and
- *Australian Telecom and Fixed Line Market, 2007 Review & 2008-2012 Forecast*, (Publication Number: 80476).

**Australian Enterprise Telephony Market, 2007 Review & 2008-2012 Forecast** is a 38-page report costing \$2,995 (excluding GST) and includes 13 Figures and 13 Tables.

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