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AUSTRALIAN CONFERENCING & COLLABORATION MARKET UPDATE 2009

February 2010

Conferencing and collaborative technologies took off back in the midst of the global financial crisis (GFC), back in 2008. In 2009, Australian businesses have continued to embrace the technologies, which are now increasingly becoming part of internal business processes. With an economic recovery currently underway, business decision makers continue to look to conferencing and collaboration technologies to sustain the reduction in OPEX from increase in workforce productivity, streamlining of business processes and travel cost savings.

This Telsyte report looks at the usage and adoption of conferencing and collaboration technologies by the Australian businesses. It discusses:

- Market drivers of conferencing and collaborative technologies;
- Perceived market leadership in conferencing and collaboration;
- Conferencing and collaboration vendor and market developments in 2009;
- The uptake and adoption of audio conferencing, video conferencing, telepresence and web collaboration technologies by medium, mid-market and large businesses;
- The usage of web collaboration products by medium, mid-market and large businesses in Australia; and
- Conclusion and recommendations.

Australian Conferencing & Collaboration Market Update 2009 is a 25-page report costing \$3,995 (excluding GST) and includes 16 Figures and 1 Tables.

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