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# COMPARATIVE ANALYSIS OF AUSTRALIAN SMARTPHONES AND VENDORS, 3Q2009

October 2009

Produced annually as the flagship report in Telsyte's *Vendor Competitive Analysis Research Series*, this study offers a detailed comparative analysis of leading smartphone vendors and their latest products in the Australian market. It is also an essential guide for organisations planning to mobile their workforce with smartphone technologies. This study provides:

- An overview of the Australian smartphone market, including shipment history, usage penetration and vendor installed base shares for both the business and consumer markets;
- Reviews of the strategies and latest smartphones by Australia's the top five vendors by installed base: Nokia, Apple, BlackBerry, HTC and Samsung; as well as user perceptions of each vendor on key attributes such as technology innovation, price competitiveness and ease of use;
- Discussions on emerging trends in the smartphone space, including the rise of vendor app stores, the evolving roles of mobile carriers, consumer cloud computing, and the anticipated debut of "the fourth screen"- a new Internet mobile device;
- A comparison of the features and the applications offered by the selected latest smartphone from each of the top five vendors; and
- Conclusion and recommendations, aimed at assisting smartphone vendors and their mobile carrier partners take advantage of the anticipated growth in the Australian market.

**Comparative Analysis of Australian Smartphones and Vendors, 3Q2009** is a 40-page report costing \$3,995 (excluding GST) and includes 24 Figures and 2 Tables.

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