



Collaboration and Conferencing

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.

COMPANIES COVERED

- Adobe
- Alcatel-Lucent
- AT&T
- Avaya
- CallWave
- Cisco
- Citrix
- Google
- Hewlett-Packard
- IBM
- Jive
- LifeRay
- LifeSize
- Microsoft
- Nortel
- Novell
- Oracle
- Polycom
- RADVISION
- Siemens
- TANDBERG
- Teliris
- Telligent
- Verizon
- Yahoo!

And more...

The Current Analysis **Collaboration and Conferencing** module covers the rapidly expanding use of collaboration applications and services that let employees interact with one another and work on joint projects and documents over local and distributed networks. Our coverage centers on two main product categories: Collaboration Software and Video Conferencing Solutions.

Within these two areas of interest, the analysis addresses corporate-bound solutions geared toward building employee productivity as well as facilitating collaborative video conferences among both employees and external business partners. The module also addresses the rapidly converging consumer and corporate markets as the two exchange technologies, business models and best practices. Multi-channel delivery mechanisms including managed/hosted videoconferencing services, SaaS, traditional on-site software and appliances are covered.

This coverage will serve vendors as they compete within what has quickly become a formidable and global market arena. For video conferencing systems and services alone, sales are estimated to exceed four billion by the year 2012. And in 2007, venture capitalists invested \$1.34 billion into Web 2.0 startups, marking an increase of 88 per cent over the previous year. Overall, the global collaboration market, which includes unified communications, messaging, collaboration and Web 2.0 tools, is estimated to reach 34 billion this year, presenting a wide array of opportunities for software and service providers in this space.

Coverage of Key Collaboration and Conferencing Technologies:

- Web 2.0 Technologies
- Rich Internet Applications
- Wiki
- Telepresence
- Videoconferencing
- Podcasting
- Presence
- Forums
- File Sharing
- Blogs
- Tagging
- Instant Messaging
- Folksonomies
- Mashups
- Mobile Applications
- Portals
- Social Networking
- Knowledge Management
- E-Forms
- Team Collaboration
- Calendaring/Scheduling and Whiteboarding
- Real-time Editing
- Virtual Worlds

About **Current Analysis**

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business. This is achieved through the rapid delivery of tactical, actionable intelligence to help fast-paced companies compete in the highly volatile telecommunications, networking, and business software markets.

Please visit us as at: <http://www.currentanalysis.com>

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This CurrentCOMPETE™ module includes:

- **Customizable email updates** delivered either daily or weekly to alert subscribers of the module to new analysis available in key areas of interest.
- **Actionable event reports** which provide rapid analysis of significant competitive events in the market including new product releases, M&A activity, trade show announcements and newly formed alliances.
- **Company Assessments** which provide in-depth analysis of individual companies and analysis of their competitive positioning in specific market segments.
- **Market Assessments** which provide analytical evaluations of specific market segments, including market size, projected short-term and medium-term market growth and stability, business and market drivers as well as company ratings.
- **Comparison feature** allowing module subscribers to create dynamic, side-by-side comparisons of companies' strengths and weaknesses.



How We Deliver

Current Analysis is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making **Current Analysis** the leader for competitive intelligence demands. We serve more than 30,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

Current Analysis retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

Please visit us as at: <http://www.currentanalysis.com>

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