



Enterprise Communications

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

COMPANIES COVERED

- 3Com
- Aastra
- Alcatel-Lucent
- AudioCodes
- Avaya
- Cisco
- Digium
- IBM
- Microsoft
- Mitel
- NEC
- Nortel
- ShoreTel
- Siemens Enterprise Communications

And more...

The Current Analysis **Enterprise Communications** module covers the impact of the convergence of voice and data on the enterprise market in both Europe and North America, with intensified focus on the Small and Medium Enterprise (SME) market where demand is growing fastest. The module content covers the products in four market segments: Enterprise Voice Gateways, Enterprise PBXs, SME PBXs.

Coverage areas include:

Enterprise IP Voice Gateways - An essential element to any enterprise's converged networking strategy, IP voice gateways convert analog and/or digital voice signals into IP packets. These can support new applications and create a unified hardware platform for voice and data.

Enterprise PBX - Private branch exchanges are privately owned telephone systems that let end users within an enterprise place calls to one another, as well as place calls outside the business over a limited number of external lines. They use circuit switching, packet switching, or a combination of the two technologies. They also facilitate end user access to a variety of voice network services such as call processing, call signaling, mobility, messaging, and contact center applications.

SME PBX - Small/Medium Enterprise private branch exchanges often have a more restricted feature set than their equivalents in the enterprise market and tend to have networking elements and applications integrated into them.

Unified Communications Solutions - Unified Communications solutions are server-based platforms that provide end users with enterprise instant messaging, presence awareness, and access to a rich set of real-time multimedia collaboration applications regardless of their location or means of accessing the platform. The instant messaging capabilities provided by these solutions tend to be more secure than consumer-based IM software. Presence awareness does not stop at IM, but extends to end user availability via voice and video as well. Customizable desktop interfaces provide access to call management and routing rules, while mobility options extend certain capabilities out to telecommuters and users accessing communications applications via cellular phones.

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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AVAILABLE PRODUCT ASSESSMENTS

- Enterprise IP Voice Gateways
- Enterprise PBX
- Small/Medium Enterprise PBX
- Unified Communications

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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.
- **Product Assessments** provide a timely and in-depth evaluation on how leading products and services in a market measure up to their competition.



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.

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