



Unified Communications

In-Depth Analytical Solution Assessments

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

COMPARE SOLUTION ELEMENTS

- Presence and Instant Messaging
- Call Control
- Messaging
- Conferencing
- Mobility
- Client Devices and Software

BENEFITS OF ANALYSIS

- Increase awareness and knowledge of competing solutions
- Stay informed of recent market developments and solution enhancements
- Compete more effectively by understanding key buyer selection criteria
- Improve messaging by understanding how to attack and defend against competitive positioning
- Save time comparing your most important competitors' strengths and weaknesses

Unified Communications promises to be the next big growth area in business communications systems and software. Not only are all traditional communications vendors actively developing and delivering unified communication solutions, the door has been opened to non-traditional competitors to enter the market as well. As a result, unified communications is in the process of changing the competitive landscape of the enterprise communications market.

Unified communications platforms 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 server-based solutions tightly integrate with existing enterprise telephony systems and various

Compare Unified Communications Solutions from:

- Alcatel-Lucent
- Avaya
- Cisco
- Microsoft
- Nortel
- Siemens

applications such as conferencing and messaging.

Current Analysis Analyst



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The instant messaging (IM) 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, video and other capabilities as well. Customizable desktop interfaces provide access to personalized call management and routing rules, while mobility options extend certain capabilities out to telecommuters and users accessing communications applications via Web browsers and mobile devices.



Anatomy of a **Current Analysis** Solution Assessment

- **Solution Description:** What the vendor or service provider brings to the market as a solution.
- **Solution Elements:** The products or services that make up the solution,
- **Current Perspective:** Current Analysis' opinion of the overall solution.
- **Strengths and Weaknesses:** Analysis that justifies Current Analysis' opinion of the ratings for a given solution's criteria. Cast as "Benefit" or "Issue."
- **Go To Market Analysis:** Evaluates how well the solution is positioned in the overall market, and the strength of the market traction for the solution.

Solution Assessment Service Description

Solution Assessments, like all Current Analysis offerings, provide a level of detail that is an essential part of strategic competitive analysis, but that is also tactically indispensable in day-to-day sales situations.

Accessible via Current Analysis' CurrentCOMPETE platform, Solution Assessments identify the product and service combinations delivered by a technology supplier or service provider, providing in-depth analysis and tactical advice based upon solution selection criteria that are likely to be key decision points for prospective customers.

Compare each Unified Communications Solution based on Key Customer Buying Criteria

- **Architecture:** The server hardware and other components required to implement the unified communications solution.
- **Communications applications:** The software delivery of real-time voice, video- and text-based communications capabilities. It includes the software used to detect and publish end users' availability information.
- **Interoperability and integration:** The solution's ability to support industry standards and interconnect with third-party communications platforms and applications.
- **Clients and control interfaces:** The devices and interfaces available to end users to access the unified communications solution's feature set.

Current Analysis provides a structured approach to better understanding and responding to your competition. By providing real-time business intelligence on competitor strengths, weaknesses, services, and trends, we enable Competitive Response™ - the process of formulating both strategic and tactical plans for responding to the competition's every move.

About Current Analysis

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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