

## Competitive Intelligence Service

## Business Technology and Software

The integration of information technology with business strategy is now a foregone conclusion in most industries. Businesses of all types and size rely on the effective implementation of technology and software to drive growth, enhance competitiveness and improve customer and partner relationships. This technology and software, therefore, is under constant evaluation and intense scrutiny, driving a marketplace to deliver ever-increasing performance and new capabilities. Today, business technology executives and IT managers are faced with a wide range of disruptive approaches that promise to enhance productivity and competitiveness exponentially—if deployed with skill and strategic objectives in mind. Unified communications, collaboration platforms and data center virtualization are three of the key business technology and software drivers today, all requiring a rich set of security provisions.

The **Current Analysis** coverage of the **Business Technology and Software** industry includes analysis of competitors and their solutions in the following market segments: Application Infrastructure, Collaboration Platforms, Enterprise Mobility Technology, Enterprise Networks, Data Center Technology, and Unified Communications and Contact Center. Every facet of these key market-driving segments is examined on an on-going basis, leading to the real-time, Competitive Response insight for which **Current Analysis** is well noted and highly regarded. The service is designed to provide in-depth insight into how business technology and software suppliers are competing, and what they must do to remain competitive thanks to regularly updated company assessments, product assessments, market updates and timely analysis of key product launches, partnerships, acquisitions and other events shaping the industry.

### Business Technology and Software Markets Covered

**Current Analysis** delivers competitive response solutions for companies competing in fast-paced markets, including:

- Application Platforms
- Collaboration Platforms
- Data Center Technology
- Enterprise Mobility Technology
- Enterprise Networking
- Enterprise Security
- Unified Communications and Contact Center

**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 telecom, networking, and business software markets.

As the only company to provide comprehensive Competitive Response solutions, **Current Analysis** is capable of supporting many roles across the organization. Sales teams, product managers, marketing professionals, and executives now have complete access to the business intelligence they need to be more competitive.

## Business Technology and Software Analyst Team



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Business Technology and Software

## Key Competitors Covered

Aastra	Fortinet	Progress Software
Alcatel-Lucent	Google	Red Hat
Aruba Networks	Hewlett-Packard	RSA, The Security Division of EMC
Aspect Software	IBM	SAP
Avaya	Interactive Intelligence	ShoreTel
Brocade	Jive Software	Siemens Enterprise Communications
CA	Juniper Networks	Software AG
Check Point	McAfee	Symantec
Cisco	Microsoft	TIBCO
Citrix	Mitel	Trend Micro
Digium	Motorola	Vignette
EMC	NEC	VMware
Enterasys	Novell	
Extreme Networks	Oracle	

Business Technology and Software

## Products/Solutions/Portfolios Covered

**Application Platforms**

- Service Oriented Architecture (SOA) Suites

**Collaboration Platforms**

- Enterprise Social Networking Software and Services

**Data Center Technology**

- Data Center Switching Infrastructure

**Enterprise Networking**

- Enterprise High Capacity Switch Routers
- Enterprise WLAN
- Fixed Switching
- Modular Switching

**Enterprise Security**

- Firewalls and VPNs
- Integrated Client Security
- Intrusion Prevention Appliances
- Network Access Control
- Secure Messaging
- Secure Mobility

**Enterprise Mobility Technology**

- Secure Mobility

**Unified Communications and Contact Center**

- Business Communications Solutions
- Unified Communications
- Large Contact Center Solutions

## Business Technology and Software

# Application Platforms

The **Current Analysis** coverage of the **Application Platforms** sector focuses on the technologies that provide the infrastructure necessary to build and run enterprise applications and services. Often called "middleware," these technologies include not only application runtime environments, but also integration technologies that allow applications to communicate and exchange information with back-end systems. They also include technologies that touch business users directly. The module encompasses the software, services and professional services necessary to integrate disparate systems create cross-business and cross-technology communications, deliver rich, collaborative applications, and build software that is transparent, optimized and reusable.

Coverage areas include:

- Application Infrastructure
- Middleware Software and Services
- Mobile Enterprise Application Development

Available Product Assessments:

- Service-Oriented Architecture (SOA) Suites

### Analysts



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Application  
Platforms



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Principal Analyst,  
Collaboration and  
Application  
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### Companies Covered

- IBM
- Microsoft
- Oracle
- Progress Software
- Red Hat
- SAP
- Software AG
- TIBCO
- VMware

## Business Technology and Software

# Collaboration Platforms

The **Current Analysis** coverage of the **Collaboration Platforms** sector focuses on 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 four main product categories:

- Enterprise Social Networking
- Productivity
- Conferencing
- Messaging and Calendaring

Within these four areas of interest, our research addresses corporate-bound solutions geared toward building employee productivity as well as facilitating collaborative conferences among both employees and external business partners. The research practice 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 services, SaaS, platform-as-a-service (PaaS), traditional on-site software and appliances are also covered.

Available Product Assessments:

- Enterprise Social Networking Software and Services

### Analysts



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### Companies Covered

- Cisco
- Citrix Online
- Google
- IBM
- Jive Software
- Microsoft
- Novell
- Oracle

## Business Technology and Software

# Data Center Technology

The **Current Analysis** coverage of **Data Center Technology** sector tracks data center trends as well as in depth analysis of developments in specific areas that are crucial to the data center environment both today and tomorrow.

Coverage areas include:

- Data Center Architectures
- Data Center Switching Infrastructure
- Data Center Security
- WAN Optimization
- Cloud Enablement
- Data Center Interconnect

Available Product Assessments:

- Data Center Switching Infrastructure

### Analysts



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### Companies Covered

- Alcatel-Lucent
- Avaya Networking
- Brocade
- Cisco
- Enterasys
- Extreme Networks
- Hewlett-Packard
- IBM
- Juniper Networks

## Business Technology and Software

# Enterprise Networking

The **Current Analysis** coverage of the **Enterprise Networking** sector focuses on companies that provide networking hardware solutions deployed on premise to support enterprise business operations. The Application Optimization market covers includes both IP traffic management and, increasingly, security monitoring and compliance technologies. The Enterprise Switching market includes network building blocks: high capacity switch/routers, used in the core of large enterprise networks, modular switches, used in enterprise backbone and wiring closet applications, and fixed configuration switches for the enterprise wiring closet.

Enterprise data center and edge connectivity solutions appear under the Enterprise Router market segment. Enterprise WLAN technologies, which increasingly combine a centralized control element with distributed enterprise switching, appear in the Enterprise WLAN segment. The Business Networking analytical team also covers significant events in the Storage Area Networking market.

Coverage areas include:

- Enterprise Switching
- Enterprise Routing
- Enterprise WLAN

Available Product Assessments include:

- Enterprise High Capacity Switch Routers
- Fixed Switching
- Modular Switching

### Analysts



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### Companies Covered

- Alcatel-Lucent
- Aruba Networks
- Avaya Networking
- Brocade
- Cisco
- Enterasys
- Extreme Networks
- Hewlett-Packard
- Juniper Networks
- Motorola

## Business Technology and Software

# Enterprise Mobility Technology

This Business Technology and Software segment examines one of today's most important IT management issues: how to best take advantage of mobile technologies in a seamless and secure way that is consistent with overall IT objectives. Mobility is nothing new to IT, and has been the focus of our analysis within various Business Technology and Software Segments for many years; however, the proliferation of device types, the emergence of smartphones and tablets that are essentially highly-mobile computing platforms, and the ubiquitous availability of mobile broadband together have intensified demand for better enterprise mobility, and the associated management problem.

The **Current Analysis** coverage of the **Enterprise Mobility Technology** sector focuses on the technologies that deliver: Mobile Operating Systems and Platforms; Mobile Device Management and Security; and Mobile Enterprise Application Development platforms. Vendors covered include: Apple, Google, HP, Microsoft, Nokia, RIM, Good Technology, Airwatch, BoxTone, Fiberlink, Juniper, McAfee, MobileIron, Sybase, Symantec, and Zenprise.

Available Product Assessments include:

- Secure Mobility

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### Companies Covered

- Apple
- BoxTone
- Fiberlink
- Good Technology
- Google
- Hewlett-Packard
- Juniper Networks
- McAfee
- Microsoft
- MobileIron
- Nokia
- RIM
- Sybase
- Symantec
- Zenprise

## Business Technology and Software

# Enterprise Security

The **Current Analysis** coverage of the **Enterprise Security** sector focuses on suppliers that take a strategic and holistic approach to security solutions, while also addressing the key competitors offering influential point products. We track security products deployed at the endpoint, server, gateway, and clouds.

Coverage areas include:

- Content Security
- Data Protection
- Integrated client security
- Network Access Control
- Security Management
- Threat Gateways

Available Product Assessments include:

- Firewalls and VPNs
- Integrated Client Security
- Intrusion Prevention Appliances
- Network Access Control
- Secure Messaging
- Secure Mobility

### Analysts



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### Companies Covered

- CA
- Check Point
- Cisco
- Fortinet
- Hewlett-Packard
- IBM
- Juniper Networks
- McAfee
- Microsoft
- Novell
- RSA
- Symantec
- Trend Micro

## Business Technology and Software

# Unified Communications and Contact Center

The **Current Analysis** coverage of the **Unified Communications and Contact Center** sector covers the impact of the convergence of voice and data on the enterprise market in both Europe and North America, and the impact of efforts to unify various communications modes within business processes. A key component of the coverage, in addition to core enterprise and SME PBX solutions, is on server-based platforms Unified Communications 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.

Efforts to supply these services and applications to mobiles users is also core to the **Current Analysis** coverage. Contact center solutions coverage focuses on companies that deliver systems, software, and services to support customer interaction, both in North America and Europe. These vendors offer customer-facing solutions with which contact centers manage both inbound and outbound interactions in the form of traditional telephone calls, e-mail, voice mail, fax, text messaging, and interactive chat.

Coverage areas include:

- Enterprise PBX
- SME PBX
- Unified Communications
- Contact Center Solutions
- Video Conferencing and Telepresence Solutions

Available Product/Solution/Portfolio Assessments include:

- Business Communications Solutions
- Unified Communications
- Large Contact Center Solutions

### Analysts



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### Companies Covered

- Aastra
- Alcatel-Lucent
- Aspect Software
- Avaya
- Cisco
- Digium
- IBM
- Interactive Intelligence
- Microsoft
- Mitel
- NEC
- ShoreTel
- Siemens Enterprise Communications