

Anywhere Enterprise—Large Survey Suite



About Yankee Group Attitude & Behavior Surveys

Yankee Group Attitude & Behavior Surveys contain fresh, forward-looking data and contextual analysis by our research thought leaders to help guide our clients through the evolution of Anywhere connectivity.

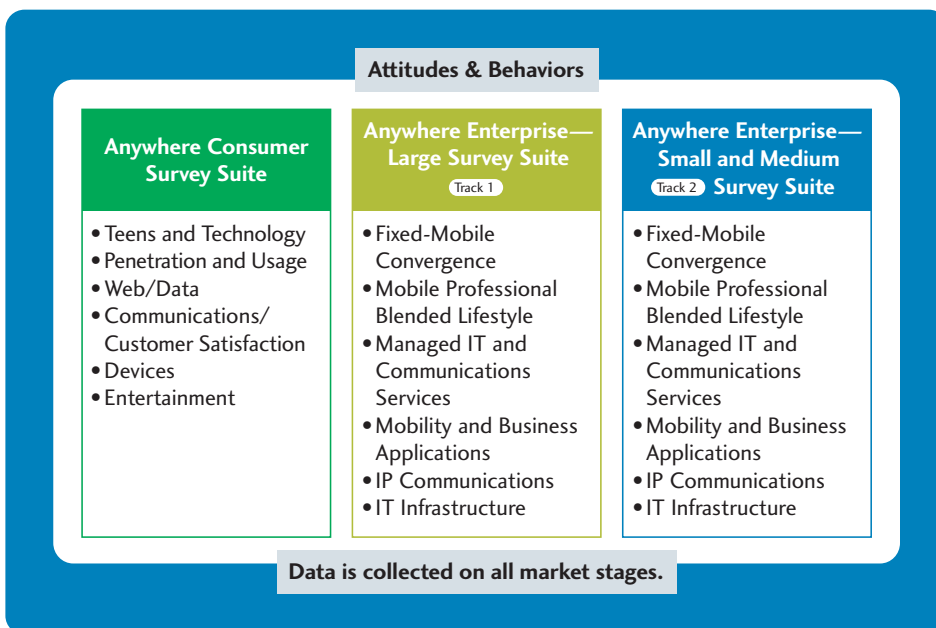
Yankee Group Attitude & Behavior Surveys put your fingers on the pulse of the market. Our specially designed survey suites give you the answers to the questions most important to you from dozens of surveys with tens of thousands of enterprises and consumers worldwide.

The Yankee Group Anywhere Enterprise—Large Survey Suite provides a comprehensive examination of large enterprise attitudes and behaviors regarding communications and technology adoption, services and strategies.

Market Insight Yields Better Business Strategies

Data is critical. Yankee Group analysts are directly involved in the development and the analysis of our survey products. Analysts ensure the most relevant questions are asked, and when the results come in, they review and interpret the data. The primary data from our survey modules enables you to examine market trends and fine-tune your market strategies. The Yankee Group Anywhere Enterprise—Large Survey Suite delivers primary market data that answers the following questions:

- What fixed-mobile convergence challenges do large enterprises experience?
- Which lifestyle attributes factor into the decisions that mobile professional end users make for voice, data and application services?
- How are large enterprises adopting managed IT and communications services?
- What drivers and barriers are affecting large enterprise deployments for traditional and mobile-enabled applications?
- What are the economic drivers behind large enterprise requirements and demands for IP communications?
- What IT infrastructure strategies do large enterprises have in regard to infrastructure virtualization, network security and management software?



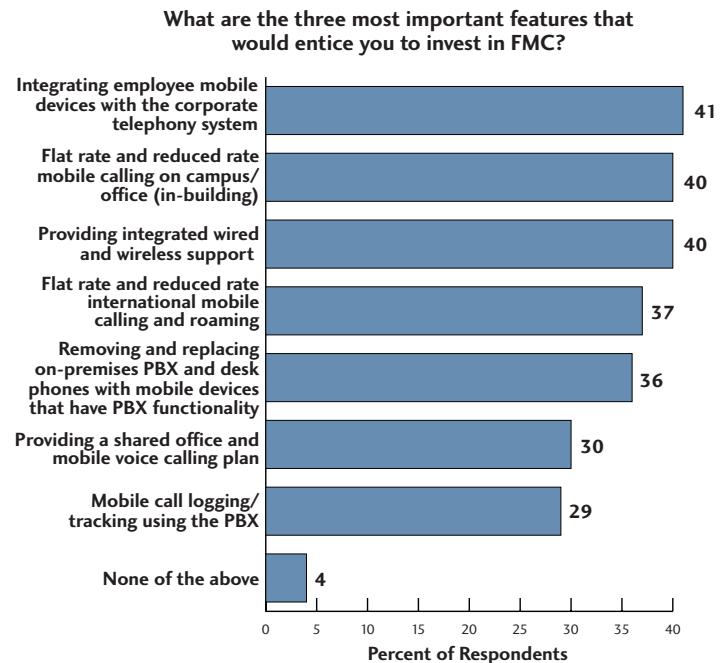
Yankee Group Anywhere Enterprise—Large Survey Suite Overview

With more than 25 years of national and global consumer survey research experience, Yankee Group provides clients with the most in-depth understanding of the continuing evolution of the consumer market. The Yankee Group Anywhere Enterprise—Large Survey Suite is an extensive series of survey modules dedicated to:

- Fixed-Mobile Convergence
- Mobile Professional Blended Lifestyle
- Managed IT and Communications Services
- Mobility and Business Applications
- IP Communications
- IT Infrastructure

Fixed-Mobile Convergence Survey Module Focus

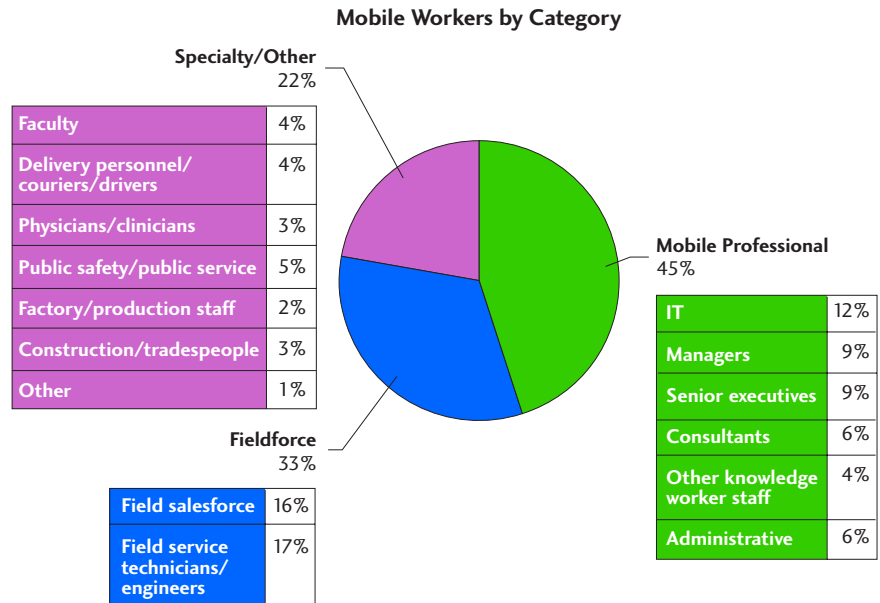
- Usage/current adoption of mobile and fixed communications services
- End-user decision-maker definitions and requirements for FMC services
- Planned deployments and time frames for convergence and barriers and incentives to adoption
- Budgets, allocation, spending and investment justifications
- Brand/vendor/service provider preferences
- Channel preferences (e.g., service provider, vendor, SI, VAR, etc.)



Sample for illustrative purposes only.

Mobile Professional Blended Lifestyle Survey Module Focus

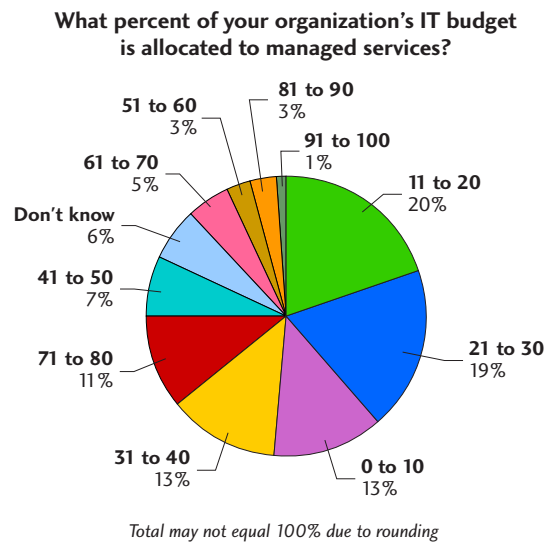
- Office and home blended-usage trends of voice, data and applications
- End-user-focused versus decision-maker-focused preferences
- Spending profiles, billing algorithms
- Location-based usage profiles
- Applications-based, voice-usage-based, aspirational-based segmentation, targeting and profiling



Sample for illustrative purposes only.

Managed IT and Communications Services Survey Module Focus

- Service delivery strategies: software as a service versus premises-based, drivers/barriers of adoption
- Network- or communications-based managed services
- IT service delivery strategies including in-house management, outsourcing, software as a service and partially managed services
- Desktop, server, WAN, security, messaging/collaboration, mobility management preferences/managed services adoption
- IT spending projections
- Sales channel and brand preferences, use of outside integrators/consultants
- Web hosting
- Customer service and support, customer satisfaction



Sample for illustrative purposes only.

Mobility and Business Applications Survey Module Focus

- CRM, ERP, accounting/finance, HR, project management, merchant solutions and other business applications
- Mobile enablement of CRM, salesforce automation, ERP, accounting/finance, HR, project management, merchant solutions and other business applications
- Messaging and e-mail applications
- Usage/current adoption, adoption drivers and barriers, planned deployments and time frames
- Budgets, allocation, investment justifications
- Service delivery strategies: software as a service versus premises-based adoption
- Vendor satisfaction, loyalty and selection criteria; sales channel preferences and requisites; drivers and barriers of adoption
- Customer service and support, customer satisfaction, online marketing adoption

E-Mail Remains the Key Application for Wireless Wide-Area Data

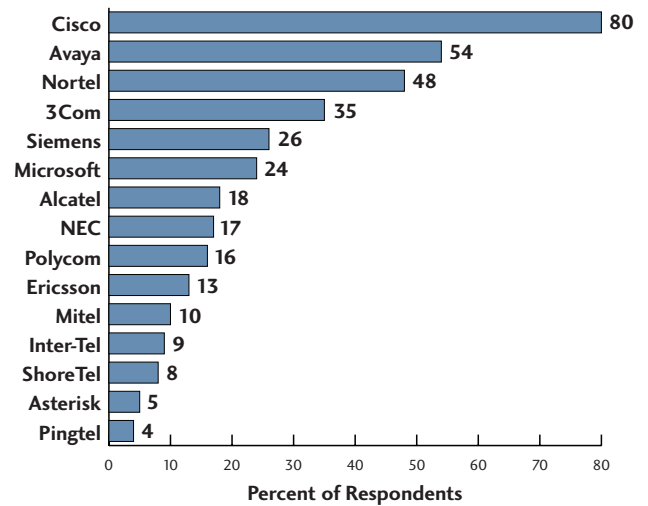
	Have/Piloting WWAD		
	Current	Future	Key App
E-mail and PIM access	66%	17%	35%
Web browsing or intranet access (i.e., mobile VPN)	60%	16%	12%
Fieldforce automation	42%	18%	14%
Remote systems administration	38%	15%	4%
Legacy corporate databases (e.g., IBM mainframe)	37%	18%	14%
Salesforce automation	35%	16%	5%
Third-party corporate databases (e.g., CRM, ERP)	35%	21%	10%
Telemetry/remote monitoring (machine-to-machine communication)	26%	18%	0%
Supply chain integration/inventory management/direct store delivery	25%	15%	4%
Fleet management	23%	16%	1%
Other/don't know	1%	3%	0%

Sample for illustrative purposes only.

IP Communications Survey Module Focus

- Premises-based versus hosted solution adoption, barriers and incentives to adoption
- Economic adoption drivers, costing/support models
- Pure IP, hybrid, TDM PBX and key system vendor market share and adoption
- Communications-centric application requirements and demands from end users and decision-makers
- Customer satisfaction metrics and measurement
- Sales channel requirements and preferences
- Collaboration and messaging applications

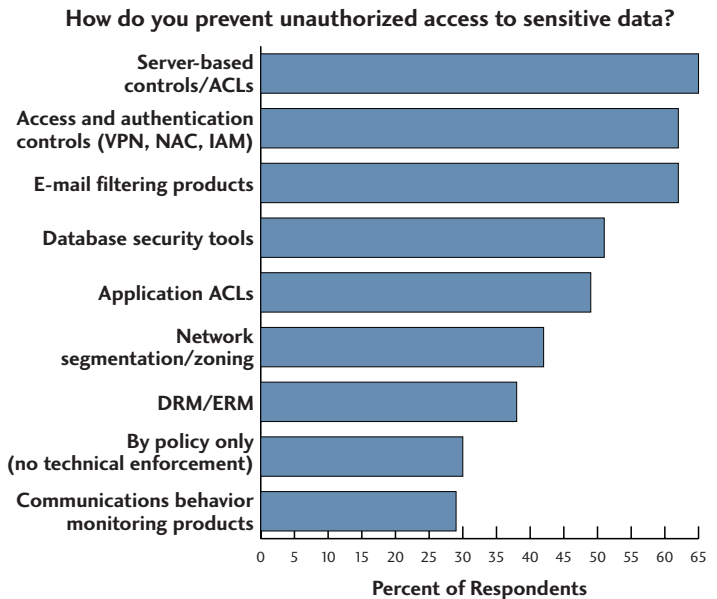
Which brand(s) of IP telephony equipment did you/ do you plan to evaluate?



Sample for illustrative purposes only.

IT Infrastructure Survey Module Focus

- Infrastructure virtualization (including server, OS, I/O, network, storage, application, desktop)
- Network security (access control, data in motion, management)
- Infrastructure management software (including network, systems and application performance management)
- Wireless, wired network architecture, application acceleration and delivery
- Application drivers
- IT spending projections
- Sales channel preferences, use of outside integrators/consultants



Sample for illustrative purposes only.

Anywhere Enterprise—Large Survey Suite Product Detail

Survey Deliverables

Standard Deliverables per Survey Module	<ul style="list-style-type: none"> • Executive Summary • Questionnaire • Main Presentation • Data Tables • Raw Data
Additional Benefits per Survey Suite	<ul style="list-style-type: none"> • 2 Inquiry Hours • Anytime Access to New and Archived Surveys

Survey Schedule

Survey Suite	Survey Modules	Region/Country	Expected Product Delivery Month
1Q07			
Enterprise—Large	Fixed-Mobile Convergence	<ul style="list-style-type: none"> • United States • Canada • Europe 	March 2007
2Q07			
Enterprise—Large	Mobile Professional Blended Lifestyle	United States	April 2007
	Managed IT and Communications Services	<ul style="list-style-type: none"> • United States • United Kingdom 	May 2007
		Asia-Pacific	June 2007
3Q07			
Enterprise—Large	Mobility and Business Applications	<ul style="list-style-type: none"> • United States • Canada • Europe • Asia-Pacific 	July 2007
		United States	August 2007
	IP Communications	Asia-Pacific	September 2007
4Q07			
Enterprise—Large	IT Infrastructure	<ul style="list-style-type: none"> • United States • Europe 	October 2007
1Q08 (Cycle will restart earlier than cycle for 2007; information will be distributed once available.)			

Methodology and Regional Coverage*

		North America		Western Europe	Asia-Pacific
Fixed-Mobile Convergence	Online survey of decision-makers	●	●	●	
Mobile Professional Blended Lifestyle	Online survey of end users	●			
Managed IT and Communications Services	Online survey of decision-makers	●		●	●
Mobility and Business Applications	Online survey of decision-makers	●	●	●	●
IP Communications	Online survey of decision-makers	●			●
IT Infrastructure	Online survey of decision-makers	●		●	

● United States	● United Kingdom, Germany, France
● Canada	● Hong Kong, Korea, China, India
● United Kingdom, Germany, France, Italy, Spain	

* For a detailed grid that specifies the number of interviews per survey module and region, please contact Yankee Group. For additional countries, please contact Yankee Group to determine feasibility.

Contact Us

By regularly taking the pulse of the global connectivity revolution, we link you to real-time data so you can predict product or service demand, support business decisions and monitor the effect of communications change on your business.

Contact us now to get your data.

North America: +1-617-880-0210

International: +44-20-7307-1050

E-Mail: linkmembership@yankeegroup.com

Web: www.yankeegroup.com

www.yankeegroup.com

Yankee Group has research and sales staff located in North America, Europe, the Middle East, Africa, Latin America and Asia-Pacific. For more information, please contact one of the regional sales offices listed below.

Boston Headquarters

31 St. James Avenue
Boston, Massachusetts 02116-4114
United States

info@yankeegroup.com
+1-617-880-0210 phone

London

55 Russell Square
London, WC1B 4HP
United Kingdom

euroinfo@yankeegroup.com
+44-207-307-1050 phone