

# Anywhere Enterprise— Small and Medium 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.

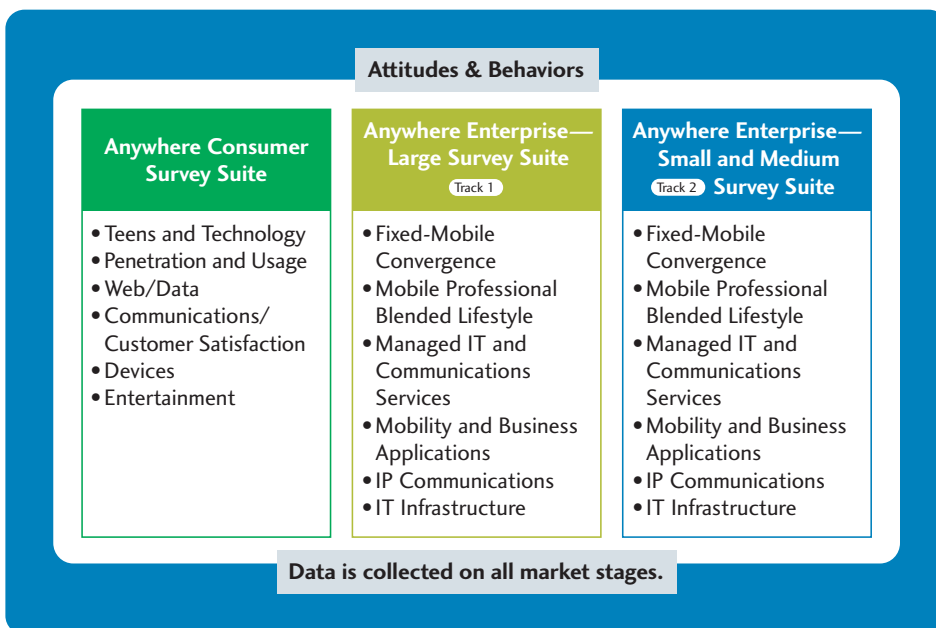
Yankee Group Attitude & Behavior Surveys put your fingers on the pulse of the market. Our specially designed survey suites give you the answers to the questions most important to you from dozens of surveys with tens of thousands of enterprises and consumers worldwide.

The Yankee Group Anywhere Enterprise—Small and Medium Survey Suite provides a comprehensive examination of small and medium 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 being 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—Small and Medium Survey Suite delivers primary market data that answers the following questions:

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



## Yankee Group Anywhere Enterprise— Small and Medium Survey Suite Overview

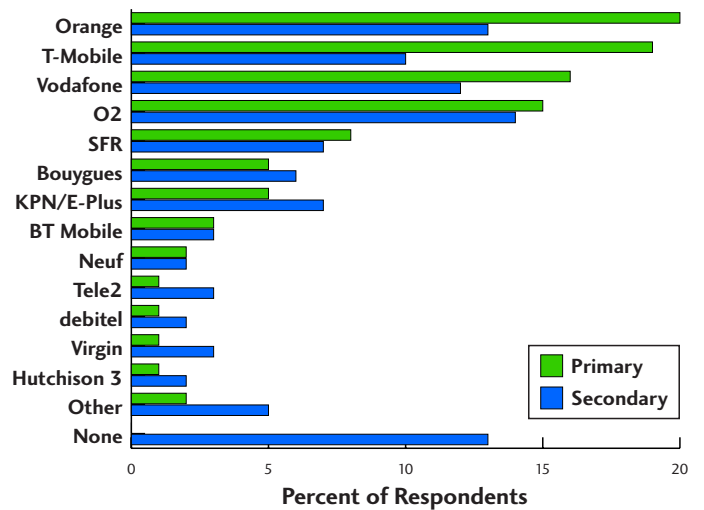
With more than 25 years of national and global consumer survey research experience, Yankee Group provides clients with the most in-depth understanding of the continuing evolution of the consumer market. The Yankee Group Anywhere Enterprise—Small and Medium Survey Suite is an extensive series of survey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

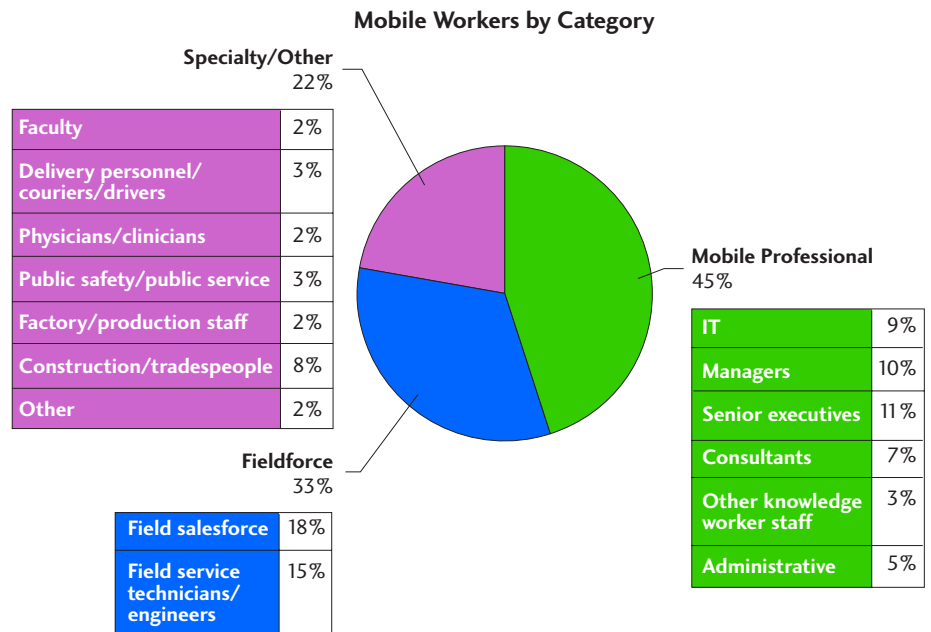
What are your primary and secondary mobile operators for mobile voice services?



Sample for illustrative purposes only.

## Mobile Professional Blended Lifestyle Survey Module Focus

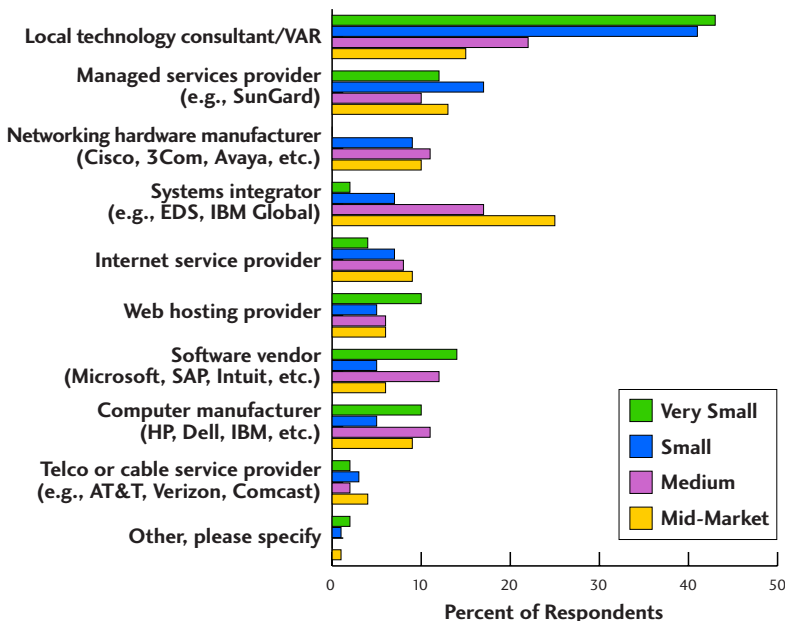
- Office and home blended-usage trends of voice, data and applications
- End-user-focused versus decision-maker-focused preferences
- Spending profiles, billing algorithms
- Location-based usage profiles
- Applications-based, voice-usage-based, aspirational-based segmentation, targeting and profiling



Sample for illustrative purposes only.

## Managed IT and Communications Services Survey Module Focus

### What is your preferred provider of managed IT services?



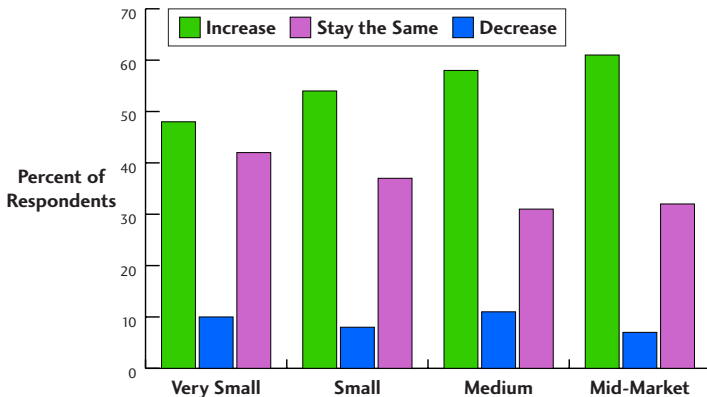
- Service delivery strategies: software as a service versus premises-based, drivers/barriers of adoption
- Network- or communications-based managed services
- IT service delivery strategies including in-house management, outsourcing, software as a service and partially managed services
- Desktop, server, 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

How do you expect spending to change for business applications software in 2007 compared to 2006?

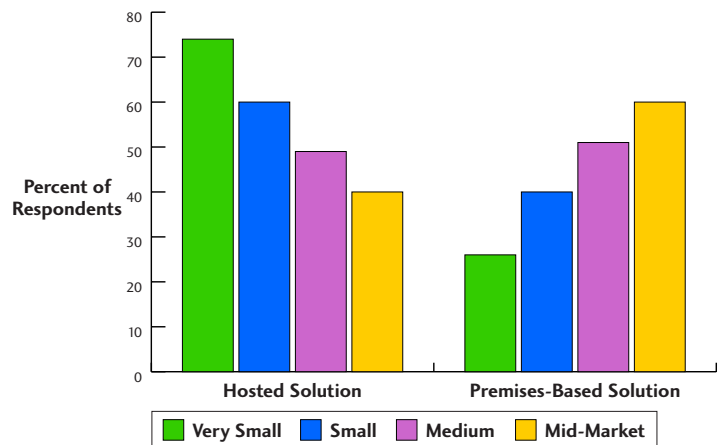


Sample for illustrative purposes only.

## 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 of the following VoIP service models would you be more interested in adopting?

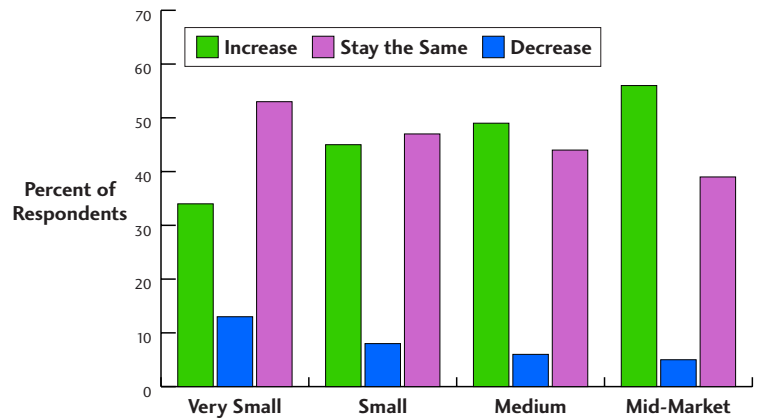


Sample for illustrative purposes only.

## 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

How do you expect your IT budget to change in 2007 compared to 2006?



Sample for illustrative purposes only.

## Anywhere Enterprise—Small and Medium Survey Suite Product Detail

### Survey Deliverables

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

### Survey Schedule

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

Methodology and Regional Coverage\*

|  |                                  | North America |   | Western Europe |
|--|----------------------------------|---------------|---|----------------|
| 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        | ● United Kingdom Only             |

\*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.

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