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Value Positioning of Enterprise Communication Solutions Shifting From Traditional Functionality to Personal Productivity Enhancement and Business Process Integration

Tuesday February 20, 10:00 AM EST

IntelliCom
Analytics

IntelliCom Analytics Study Finds Vendors Vary Widely on Their Capabilities to Address Emerging Needs

According to new research from industry analyst firm IntelliCom Analytics, Enterprise Communication vendors are shifting the positioning of their solutions away from traditional voice feature/functionality and towards a new set of business benefits that are derived from productivity-enhancing Unified Communications applications, coupled with enterprise-wide integration of communication applications into core business processes.

The recently published **IntelliCom Market Dashboard Applications Strategy Report** details the dynamics behind this shift and evaluates which providers are best positioned to deliver on these emerging areas of business value. *"Unified Communications and Business Process Enhancement have become industry buzzwords over the past twelve months, and are prominently featured in the positioning of both current market leaders and disruptive players with designs on penetrating this space,"* explains Frank Stinson, director of IntelliCom's Market Dashboard research program. *"However, these positioning efforts are well out in front of most vendor's ability to support them from an architectural standpoint."*

The IntelliCom Report evaluated providers across a series of parameters ranging from the effectiveness of their positioning around these themes, to whether or not they are providing the necessary architectural enablers to actually deliver the business benefits. *"We found that there are two essential elements that will be required to provide end-users with an applications infrastructure capable of fully delivering these emerging benefits. First, vendors will need to offer their solutions through software-centric delivery models that natively support open standards for devices as well as for internetworking. Add to that the need for providers to implement robust integration initiatives that leverage Services-Oriented Architectures (SOA),"* added Stinson.

In the Mid-Market and Enterprise segments that IntelliCom projects to be most significantly impacted by these dynamics, **Cisco** and **Siemens** achieved the highest respective scores on the Market Dashboard's Applications Infrastructure Index, with strong performances on all rated parameters. **3Com** and **Avaya** also performed well on most parameters of the index, and are expected to see improvements in weaker areas based on initiatives already under way.

"Our findings indicate that Cisco and Siemens have taken the early lead in terms of providing key architectural enablers for implementing next generation benefits in their existing call control platforms, as well as in related business application integration initiatives," states Stinson. *"We expect this to be a fast changing environment -- the relative standings of the providers are likely to shift as new approaches to delivering enterprise voice functionality become generally available from both existing providers and non-traditional players such as Microsoft."*

The IntelliCom Market Dashboard is a strategic analysis program that evaluates the progress of major suppliers in building sustainable business models in the context of market transformation and emerging disruptive threats. Key areas of focus include vendor technology direction, solution delivery, applications strategy, and market performance.

About IntelliCom Analytics
IntelliCom Analytics is a professional services and business research provider focused on the rapidly evolving intelligent communications market. With a broad set of competencies ranging from competitive assessments and benchmarking to highly targeted demand forecasts based on detailed embedded base analyses, IntelliCom Analytics brings a wealth of finely honed skills, expertise and market opportunity insights to client engagements. For further information, visit www.intellicom-analytics.com.

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