

## **North American Enterprises Lag in Unified Messaging Adoption**

Continuing our research on enterprise views surrounding end-user productivity applications, our most recent survey conducted in partnership with *IntelliCom Analytics* examined decision maker perspectives and plans for Unified Messaging (UM).

Unified Messaging solutions allow users to send and receive voice messages, faxes and emails from a single interface, and are generally considered to be one of the main applications in the broader Unified Communications (UC) category. Commercially available for over a decade, UM has faced a challenging road to widespread enterprise adoption. Named as the #1 technology on WIRED Magazine's "most hyped" list as far back as 1998, we were interested in seeing whether the intense market buzz surrounding Unified Communications (UC) was having a positive effect on enterprise take rates for UM.

With more than 1,000 responses from all Global Regions, the findings show that many enterprises remain uncommitted to taking the UM plunge. Compared to an adoption rate of **nearly 60%** for all participating businesses in EMEA, APAC and CALA, North American enterprises are clearly lagging with **more than half** of all respondents indicating that they have not embraced Unified Messaging and have no plans to do so within the next year.

For those businesses that have deployed UM (or have near-term plans to do so), enterprises worldwide (**30% in NAR; 28% in the other Global Regions**) show a clear preference to source their UM solution from a voice system provider such as Avaya or Cisco.

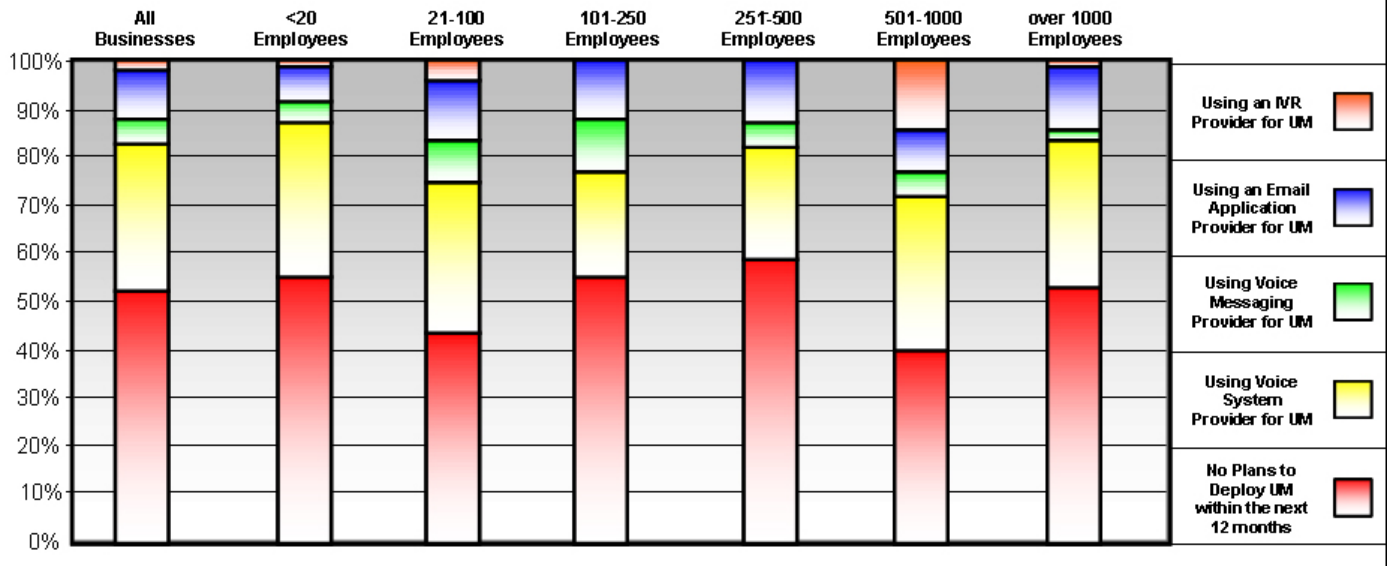
A far smaller percentage of enterprises (**15% in the Global Regions; 10% in NAR**) look to email application providers for UM, such as Microsoft with their Exchange 2007 solution. Voice messaging vendors such as ActiveVoice or AVST hold third place adoption ranking, although this type of provider shows greater popularity outside of North America (**12% in the Global Regions; 5% NAR**).

If the surge of interest in UC winds up encouraging more enterprises to see the business value of Unified Messaging, IVR platform providers -- such as IBM with their WebSphere Voice Response solution -- clearly have the most to gain given their current single digit global take rates.

***"If your organization has already deployed UM (or intends to do within the next 12 months), which type of vendor provided your UM solution?"***

- A voice system provider
- A voice messaging provider such as ActiveVoice or AVST
- An email application provider
- An IVR provider
- We have no plans to deploy UM within the next 12 months

## North America



## EMEA, CALA, APAC

