

Vendor Sustainability and Vision the Biggest Decision-maker Influencer

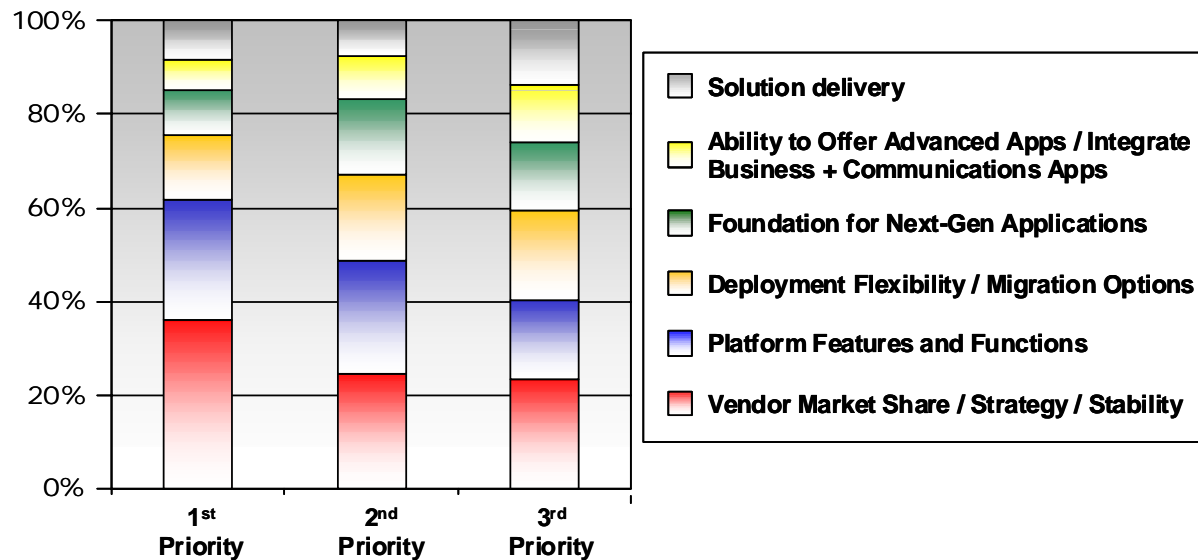
Although telephony system manufacturers and channels have always had a strong interest in understanding the enterprise vendor selection process, the need for insights into decision-maker thinking is perhaps greatest in times of rapid technological innovation and change. With mainstream enterprises actively considering – or already in the process of deploying -- converged infrastructures and applications, last week’s research survey conducted in partnership with [IntelliCom Analytics](#), asked TMC subscribers and Web site visitors to identify the current attributes that most heavily influence their selection of platform vendors.

With more than 2,700 businesses decision makers participating in the survey, businesses worldwide were aligned in viewing corporate sustainability and vision as the collective attributes that command the most weight when selecting a platform vendor. Across all global regions, **37%** of the participating companies indicated that a vendor’s *stability, strategic direction and market share position* are at the top of their lists of key care-about. The importance of these attributes figured the most prominently in North America, with **41%** of NA-based firms giving them top weighting, compared to 30% of companies headquartered in the other global regions.

For **26%** of all businesses worldwide, the *core telephony features and functionality* delivered by a vendor’s voice platforms was the top care-about, registering nearly identical percentages irrespective of global region.

The ability of a vendor to provide flexible deployment and migration options for their voice platforms came in as the top concern for only **14%** of all firms. The more forward-looking vendor capabilities such as architectural enablers for next-gen applications or the ability to integrate communications functions with core business applications were chief concerns for **10% or less** of participating firms; suggesting that businesses are much more focused on a prospective vendor’s current performance and capabilities than future deliverables.

Top Vendor Selection Criteria by Importance
(All Global Regions, All Size Businesses)



“Which of the following considerations are the first, second, and third in importance to you in selecting a business communications platform provider?”

- The corporate stability, market share position, and strategic direction of the provider
- The features and functions of the provider’s current platforms
- The deployment flexibility and migration options offered by the provider
- The extent to which current platforms provide a foundation for next-generation applications and capabilities
- The ability of the provider to support advanced applications such as Unified Communications or to integrate voice features into business processes
- The ability of the provider to deliver comprehensive solutions such as converged infrastructures and applications, multi-vendor integration or a full range of support services