



Mobile Messaging Market Trends, 2006-2009

Report Focus

This report presents the results of a detailed research program into preferences and plans for mobile messaging capabilities among North American organizations over the next several years. It focuses on a variety of mobile messaging issues and examines how these devices are used and the applications to which they will be put in the future. The goal of this research was to provide vendors, investors and others interested in the mobile messaging market with actionable information that they can use to develop marketing plans and to more accurately focus their efforts on understanding and penetrating the market for mobile messaging.

Highlights of Key Findings and Trends Discussed in this Report

- Organizations will be significantly expanding their use of Wi-Fi-enabled laptops during the next year, while the use of laptops without Wi-Fi connectivity will decline during 2007. Wireless IM penetration of virtually all mobile device will double in 2007, and company supplied PDAs will show an increase in deployment as well.
- Budgets for mobile messaging will increase significantly during 2007 relative to 2006.
- Users of mobile devices vary widely by job function: four out of five senior technical managers use mobile messaging devices as do nearly the same percentage of non-technical senior managers. As rank in the organization decreases, so does the use of mobile messaging.
- Smaller organizations (up to 2,500 email users) find it more difficult to manage and integrate mobile messaging and their primary email system and also find that the integration of mobile messaging and calendaring is also more difficult than do larger organizations.
- With the growing use of mobile messaging devices, an increasing number of organizations (70%) have established a corporate standard for their use. More than three-quarters of larger organizations and nearly two-thirds of smaller ones have established corporate standards for mobile messaging.
- More than one-half of organizations are concerned or extremely concerned about the loss of intellectual property or confidential information when a device is lost. The loss of the actual mobile device itself leads the list of problems organizations face when managing mobile messaging capabilities.
- Two in five organizations views mobile policy management as difficult or very difficult, while only one in ten organizations finds it not to be difficult at all.



- When organizations decide on which mobile messaging devices to adopt, they give greatest emphasis to product functionality, the fit with the existing infrastructure and the security of the devices. Although price is considered an important or very important factor, it is much less important than other decision criteria.
- The choice of which mobile device to use is relatively independent of the primary corporate messaging solution in use: only one out of 11 organizations believes that their mobile messaging solution should come from the same vendor as their primary messaging system, although the vast majority of organizations did indicate the issue had some importance.
- While only about one-quarter of organizations consider presence integration into mobile devices to be a priority or high priority in 2006, this figure is expected to jump to about one-half of organizations in 2007.
- The percentage of organizations desirous of using hosted services for both desktop and mobile users is expected to double in 2007, while the percentage that want to use hosted services for only mobile users will increase by 50%.

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