

PRESS INFORMATION

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CMA ANNOUNCES KEY FINDINGS FROM ITS ANNUAL 'COMMUNICATIONS MARKET' SURVEY

- **Corporate UK continues to increase its investment in communications through leading edge IP and mobile services**
- **Companies look beyond cost-saving in making the move to converged networks**
- **The UK's major private and public sector corporations look primarily to BT to deliver innovative future services**

BUT

- **Significant challenges remain for suppliers in delivering customer satisfaction; overall experience of fixed and mobile services has not improved over the last twelve months**

Results from the fourteenth annual survey by the Communications Management Association of the UK communications & networks marketplace are being delivered to CMA's Annual Conference today at The Plaisterers Hall in London.

A total of 354 senior communications & network professionals working for the UK's larger companies and corporations took part in the August 2006 study.

Among the findings:

On competition

- Senior communications professionals (52 per cent) inside the UK's private and public sector corporations said that the creation of BT Openreach had stimulated competition in the UK.

On broadband

- One year ago, more than half of the CMA's survey respondents (54 per cent) said that their own businesses and public service organisations could not get broadband where they needed it. 41% per cent of businesses still say that their own businesses

and public service organisations can't get standard broadband where they needed it and 73% want SDSL but can't get it where they need it.

On business strategies and plans

- Today senior communications professionals from the UK's major enterprises say 'business reorganisation' is the biggest challenge they have.

On quality

- Best performer in the fixed communications market for overall quality of customer experience to the customer was ntl:Telewest Business with a score of 3.00 on a scale of 1.00 to 4.00 where 1.00 was extremely dissatisfied and 4 was extremely satisfied. However this performance conceals a weak level of overall quality of service as the industry mean stayed at the same level as 2005.
- In the mobile market, Vodafone was rated as the best performing network operator with a score of 3.13 on the 1.00-4.00 scale. Overall the mobile operators reversed their improving 2005 results with a decline in the overall level of satisfaction.

On value for money

- Best performer in the fixed communications market for overall value for money was Verizon Business with score of 3.40 on the 1.00-4.00 scale.
- In the mobile market, T-Mobile was rated as the best performing network operator for overall value for money with a score of 3.22 on the same scale.

On converged IP networks

- Many organisations picked out 'Voice over IP' (59%), 'enterprise mobility' (41%) and 'unified communications' (38%) as some of the main drivers of enterprise converged IP network implementations.
- 58% of organisations highlighted that their companies were looking beyond cost to new advanced applications to justify a move to converged networks.

On mobile

- A consistently robust number of business users (54% in 2004, 55% last year and 68% this year) see connected handheld devices as a 'key factor' in their communications and networks strategies.

- Many organisations (53%) again agreed that 'people in their companies used their mobile as their main point of contact' reinforcing the issue of how user businesses and corporations should best address the effective use of mobile in their communications strategies.

On perceptions of the major brands

- Among a group of leading suppliers, Intel was seen to be the most 'innovative and exciting', Verizon was considered to 'know what it is doing' and Affiniti was seen to 'do what it says and treat customers well'.
- For the second year running BT was regarded as 'ethical and socially aware' while Nokia was again considered to be 'a cool company'.
- For future IP services (77%) and fixed-mobile convergence (81%) BT was considered to be the most important active company and the company the majority would do business with.

On future spending

- The vast majority (89 per cent) of user businesses and corporations considered that their spending on IP services would either increase again or stay the same in the next 12 months. This was complemented by 74 per cent who said that their company's spending on Mobile would either increase or stay the same.

"We are very concerned that so many of our members' companies still can't get broadband where they need it. It is not to UK plc's advantage that the prospect of broadband for all is still just as far away as ever here in the UK", said Carolyn Kimber, chairman of CMA. "We call on the industry to renew its efforts to ensure that broadband is more universally available as we regard it to be of the utmost importance to UK businesses and public services" said Kimber.

"Again this year we challenge the industry to better the customer experiences and value for money that businesses are being offered. The emergence of next generation networks and the growing impact of IP, enterprise mobility and unified communications, makes it critical that our members' companies get the quality of service they need and that suppliers make significant efforts to better themselves in this area".

"Today the business agenda has moved on considerably," continued Kimber, "enterprises are looking forward to improving the customer experience and building revenues, and communications & networks has a critical role to play as a key enabler. The challenges are evolving too and with our members concentrating on integrating communications & networks

across their businesses, we call on the suppliers to redouble their efforts to deliver them a quality service”, said Carolyn Kimber, chairman of CMA.

These research findings are derived from the CMA annual membership survey carried out in August 2006. The survey attracted strong interest with 354 completed survey questionnaires received from among CMA’s membership. The comprehensive ‘Communications in Business Report’ produced for CMA by CMCONNECT and Recom will be published in February.

For details on availability and costs contact Glenn Powell, CMA, on 01372 361234 or email gpowell@thecma.com

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Note:

CMA, Communications Management Association, is the UK’s premier business communications user association. It represents individuals who have responsibility for or manage private communications systems in commerce, industry and the public sector. CMA is a registered charity and a Company Limited by Guarantee. Its individual members are drawn from the ranks of the top businesses and corporations across UK public and private sectors.

For more information contact:

Communications Management Association (CMA)

Tel: +44(0) 1372 361234

Fax: +44(0) 1372 810810

cma@thecma.com

<http://www.thecma.com>