

Communications in Business 2006

14th CMA Annual Membership Survey



TOP LINE RESULTS FROM LATEST CMA SURVEY OF MEMBERS

A total of 354 senior communications professionals working for the UK's larger companies and corporations took part in the online survey in August 2006 to produce the Communications in Business 2006 Report.

First results from this year's CMA Report illustrate:

- Corporate UK continues to increase its investment in communications through leading edge IP and mobile technologies.
- Enterprise strategies are mainly focused on maximising revenue and improving the customer experience
- Communications and networks is a key enabler for business and spending on IP keeps going up
- VoIP and enterprise mobility are main drivers of convergence
- **BUT...** for businesses the same issues are still there: customer service, performance, billing, pricing and account management

CMA is the single most important user organisation influencing the UK business communications market:

- **1 in 3** members work for organisations with £1 billion+ turnover
- **ALL** members have responsibilities for Communications & Networks
- **1 in 3** members directly influence Board level strategy
- **1 in 3** of members' organisations spend over £10 million per annum on Communications & Networks

CMA members report:

- **On competition:** 52 per cent said that the creation of BT Openreach had stimulated competition in the UK.
- **On broadband:** 41% per cent of businesses still say that their own businesses and public service organisations could not get Broadband where they needed it (down from 54% last year) and 73% want SDSL but can't get it where they need it.
- **On business strategies and plans:** 'improving the customer experience' and 'developing new revenue streams' are right at the top of their organisations' strategic agendas together with 'exploiting leading edge technology'.
- **On quality:** the best performer for overall quality of 'customer experience' was ntl:Telewest Business, best for 'value for money' was Verizon Business.
- **In the mobile market:** the best for overall quality of 'customer experience' was Vodafone, best for 'value for money' was T-Mobile.
- **On convergence:** two thirds said VoIP was the strongest driver for deploying converged networks
- **On unified communications:** 'Enterprise mobility' (41%), 'teleworking' (41%), 'unified communication' (38%) and 'collaboration' (34%) the main drivers of convergence.
- **On mobile:** 68% this year said 'connected handheld devices were a 'key factor' in their communications and networks strategies (up from 55% last year)
- **On perceptions of the major brands:** Cisco was seen to be the strongest brand closely followed by Microsoft
- **On billing:** Many still say bills are 'too complicated' but 9 in 10 wanted to receive and pay bills electronically
- **On future spending:** 91% said spending on IP services would either increase again or stay the same in the next 12 months.
- **On next generation networks:** 65% said that next generation networks would offer more flexible services

The full 'Communications in Business' Report will be published in December 2006.

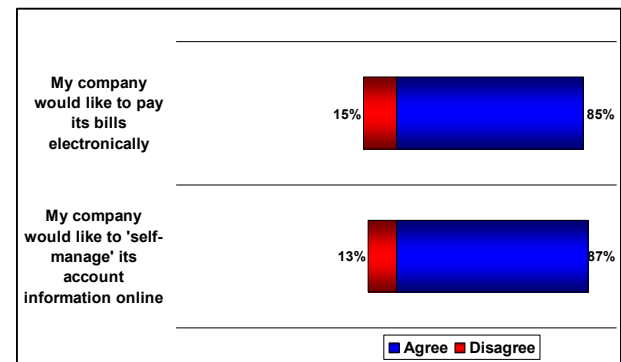
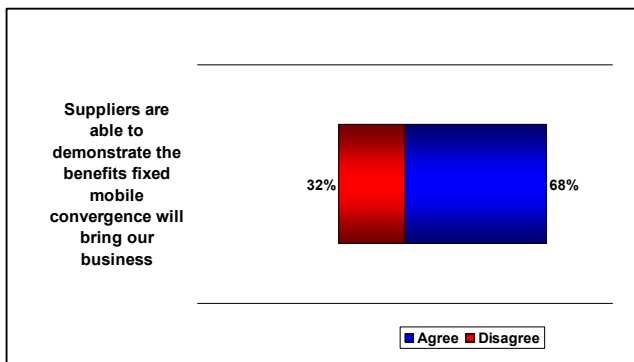
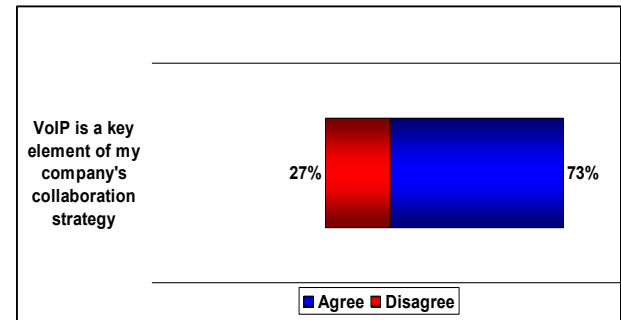
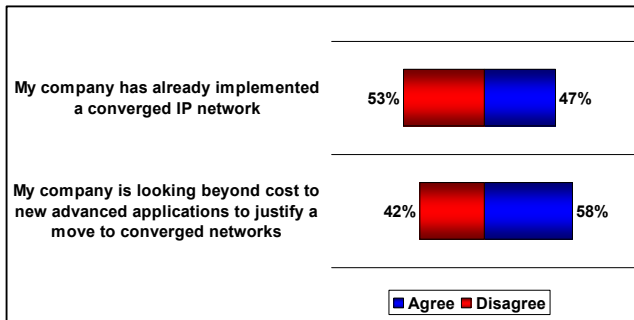
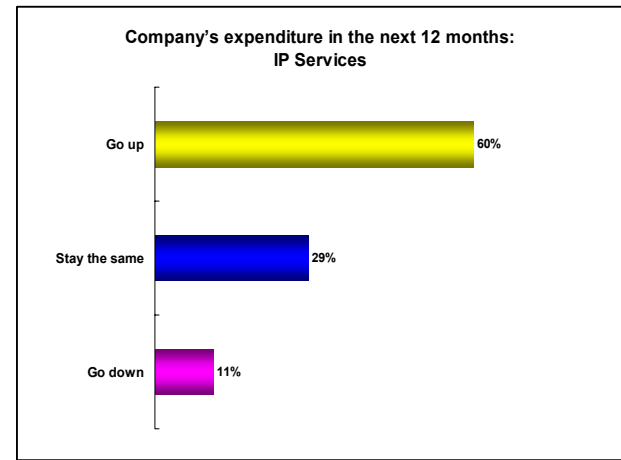
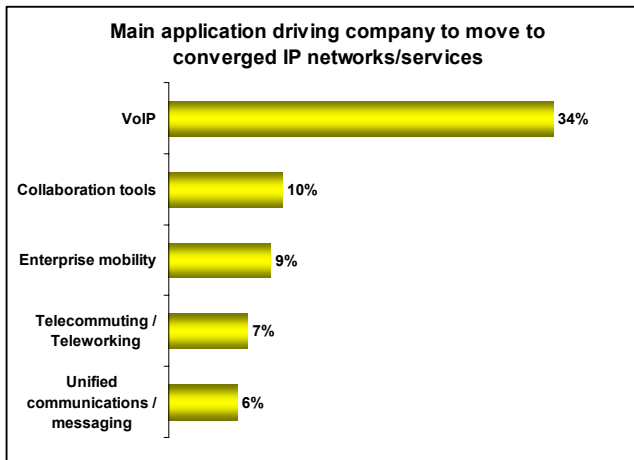
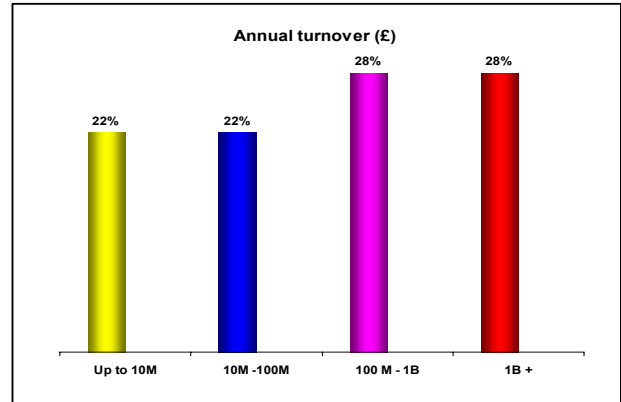
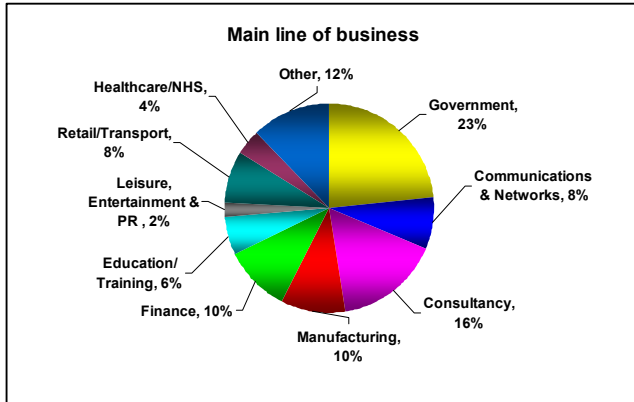
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About CMA:

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.

More information can be found at <http://www.thecma.com>

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