

## **TOP LINE RESULTS FROM CMA's 'COMMUNICATIONS IN BUSINESS' REPORT**

**A total of 353 senior communications professionals working for the UK's larger enterprises took part in the CMA members' online survey in August 2007 to produce the new CMA 'Communications in Business' report.**

### **KEY RESULTS:**

- Enterprise strategies are stable and mainly focused on maximising revenue but the challenges are evolving and the impact on communications & networks is high
- Convergence & workforce mobility are well established in the enterprise space and spending on IP and mobile keeps increasing
- Enterprise mobility is a key future strategy in which unified communications and fixed mobile convergence are central
- Reducing power consumption and making the best use of technology are the key sustainability and environmental focuses
- In the face of strong adoption of converged services significant challenges remain for suppliers in delivering customer satisfaction
- Customers want help to turn 'potential' into 'reality' especially in connection with unified communications, fixed mobile convergence and next generation networks

### **RESPONDENT PROFILE:**

- **1 in 3** members work for organisations with £1billion+ turnover
- **1 in 3** members directly influence Board level strategy
- **1 in 4** of members' organisations spend over £10 million per annum on Communications & Networks
- CMA Members spend **£13 billion** in the communications market annually

### **TOP INSIGHTS:**

- **On convergence:** 55 per cent said that their company has implemented a converged IP network (up from 47% last year) and 77% said the voice and data teams were aligned within the business (up from 70% last year and 65% in 2005)
- **On broadband:** 58% of businesses said they want SDSL but can't get it where they need it (down from 73% last year)
- **On business strategies and plans:** 'maximising revenue', 'driving down cost' and 'improving business processes' are right at the top of organisations' strategic agendas
- **On quality:** the best performer for overall quality of 'customer experience' and best for 'value for money' was Verizon Business
- **In the mobile market:** the best for overall quality of 'customer experience' and best for 'value for money' was T-Mobile
- **On VoIP:** 68% said VoIP was a key element of their company's collaboration strategy but 52% said their company's migration to VoIP had been more complex than expected
- **On networks:** 91% said they would consider purchasing Ethernet based services as a viable alternative to leased lines for connectivity and access (up from 86% last year)
- **On resilience and security:** 47% were primarily focused in ensuring the continuity of critical business systems and processes
- **On sustainability and the environment:** 57% of companies were focused on minimising their impact on the environment and maximising their contribution to society, 59% were focused on reducing power consumption, and 50% said they would make the best use of technology to reduce travel and energy requirements
- **On mobile:** 74% this year said 'connected handheld devices were a 'key factor' in their communications and networks strategies (up from 68% last year and 55% in 2005)
- **On perceptions of the major brands:** Vodafone was seen to be the strongest brand closely followed by Nokia
- **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:** 71% said their company was unsure the impact NGNs would have on their communications strategy
- **On climate change:** 72% said that their company regarded climate change as an urgent issue to be addressed

**The 'Communications in Business' Report is published in February 2008.**

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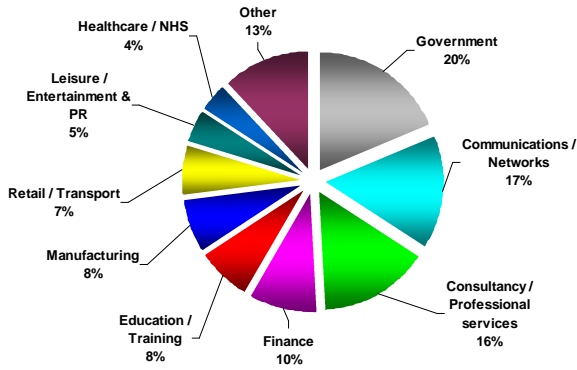
### **About CMA:**

CMA, Communications Management Association, is the UK's premier business communications user association. It represents individuals and enterprises focused on exploiting communications, networks and ICT for business advantage. In 2007 CMA joined the BCS Group to strengthen both organisations in the face of the ever increasing pace of convergence of IT and telecoms and to develop professionalism with the ICT community.

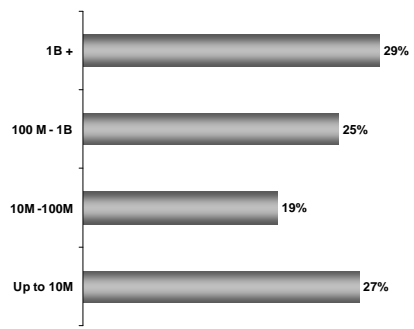
More information can be found at <http://www.theCMA.com>

# SAMPLE CHARTING

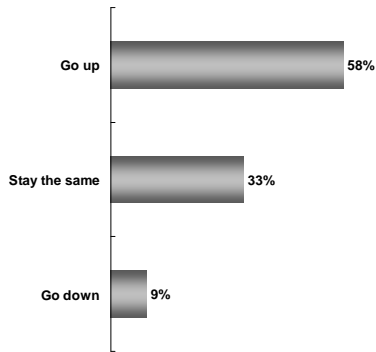
Main line of business



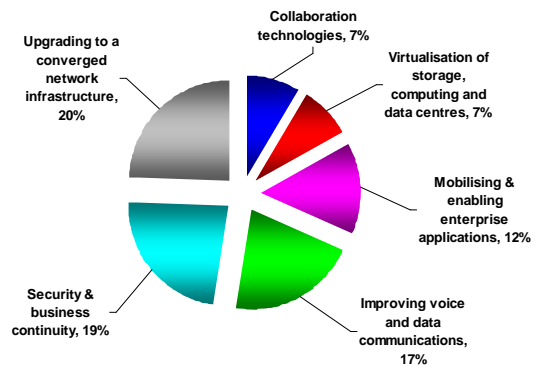
Annual turnover (£)



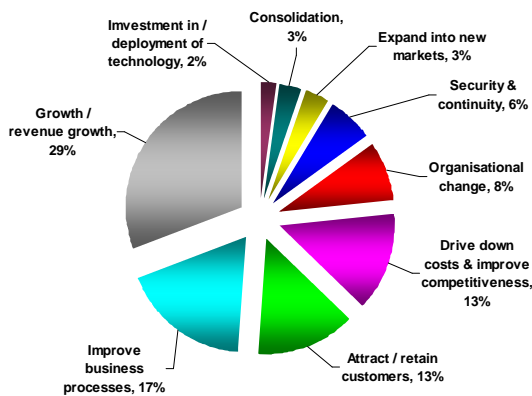
Spend for next 12 months on IP



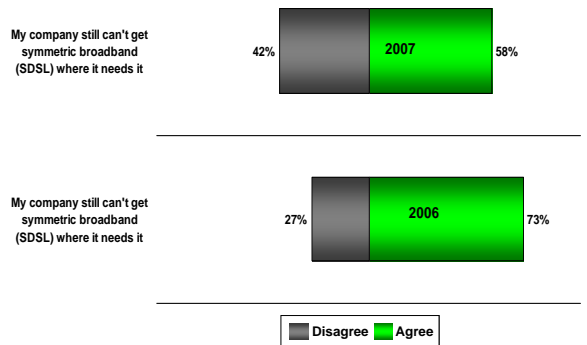
Main technological focus



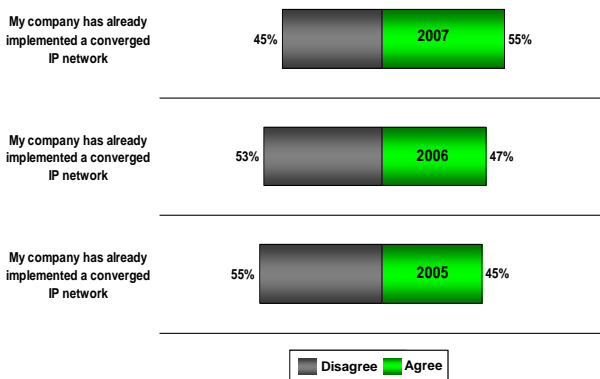
Main business objective



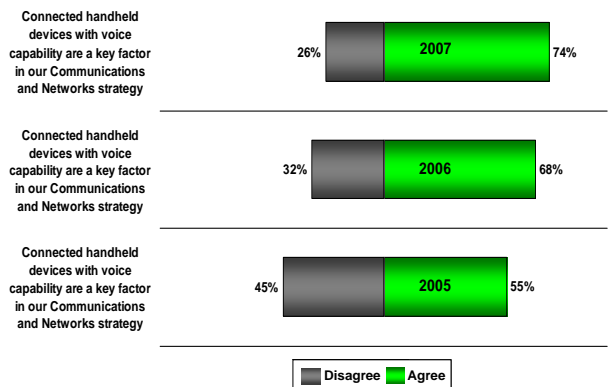
Attitudes: Broadband



Attitudes: Convergence



Attitudes: Devices



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