

**YOU ARE** a product manager, you need competitive information to help you plan or launch your newest collaboration and conferencing offering, and you need it NOW.

**YOU ARE** about to initiate an RFP process for a videoconferencing managed service and you need to know who the major vendors are and what services they offer, and you need this information NOW.

**YOU ARE** making a sales call on a client and you need background information on the other vendors vying to win the customer's telepresence business, and you need it NOW.

**YOU ARE** planning a new unified communications service rollout, you need details on the market size and the competition, and you need the data NOW.

Your boss has asked you to prepare a plan to improve your team's productivity and cut operating costs at the same time. You need information on your strategic options, and you need it NOW.

**YOU NEED  
WAINHOUSE RESEARCH  
ON-DEMAND**



Helping you to  
make **smarter**  
decisions **faster**



## MAKE SMARTER DECISIONS, FASTER.

**Wainhouse Research On-Demand** provides subscribers with 24x7, instantaneous access to a comprehensive set of market intelligence

studies and analysis not found anywhere else covering a wide range of collaboration, conferencing, and unified communications products and services. Whether you are looking for information on videoconferencing and telepresence, audio and web collaboration services, or next-generation unified communications solutions, Wainhouse Research On-Demand is the smart choice.

Wainhouse Research On-Demand is easy to use and cost effective. With each annual subscription, EVERY employee with your company gains **UNLIMITED** access to ALL the studies in each of your subscriptions.

### Why Subscribe?

- **Stay ahead of the market** - follow the latest trends for market size and growth and identify the hottest segments while gaining insight into the future from WR market experts.
- **Understand** what's behind the industry hype by reading the perspectives of the leading analysts in the collaboration products & services space.
- **Save time** on product and services research – leverage the data base and subscription-only reports from the only analyst firm focused exclusively on unified communications, collaboration, and conferencing.
- **Benchmark** your own firm's best practices and usage trends to see how you compare to your peers.

#### 2012 Subscription Services

- Group Videoconferencing Products & Services
- Personal, Web-based Collaboration Products & Services
- Unified Communication Products & Services
- Audio Conferencing Products & Services
- Streaming & Webcasting Products & Services
- Distance Education & eLearning Solutions

#### STAY UP TO DATE.

Each subscription service includes a steady stream of market intelligence reports and product/service analyses designed to keep readers abreast of the latest developments in the fast-moving unified communication, collaboration, and conferencing markets. Subscribers also gain access to the subscription content from the prior year.

#### READ WHAT THE EXPERTS HAVE TO SAY.

Wainhouse Research analysts have over 100 years of combined experience in audio, video, and web conferencing; as well as in product management and strategic business development, and have been publishing since 1994.

#### SAVE TIME.

Let Wainhouse Research On-Demand empower and expedite your product and services research. Extensive comparison matrices and vendor reviews can provide you with immediate information on who is offering what and how these products and services compare with each other and with your own proposed solution.

#### MAKE BETTER DECISIONS.

Access the data you need to make informed decisions. And be able to make them faster.

Contact [sales@wainhouse.com](mailto:sales@wainhouse.com) for more information, or call 617-500-8090



# GROUP VIDEOCONFERENCING PRODUCTS AND SERVICES

For more information  
contact [sales@wainhouse.com](mailto:sales@wainhouse.com)  
or call 617-500-8090

The Group Videoconferencing subscription provides in-depth coverage of videoconferencing, telepresence, and collaboration solutions deployed in shared environments such as conference rooms, boardrooms, and auditoriums as well as the video managed services domain. Vendors and channel partners will find the subscription invaluable for tracking market revenues and shipments and competitive offerings; end users will find the information key to making informed vendor decisions.

## COVERAGE AREAS

### Group videoconferencing endpoints

- Multi-codec (immersive “telepresence”) video systems
- Single-codec (standard group) video systems
- Executive “all in one” systems

### Videoconferencing infrastructure products including

- Video bridges / MCUs and gateways
- Videoconferencing management systems
- Videoconferencing streaming / archival solutions

### Videoconferencing managed services

- vMSP services
- vMSP technologies
- vMSP companies

## TYPES OF CONTENT PROVIDED

- Market sizing and 5-year forecasts
- SpotCheck quarterly market statistics
- Research and opinion notes on companies, market trends, news announcements
- Comparison matrices of products and services
- Profiles of industry leaders, players, and disrupters
- Market surveys of end-users and channel partners

# PERSONAL & WEB COLLABORATION PRODUCTS AND SERVICES

For more information  
contact [sales@wainhouse.com](mailto:sales@wainhouse.com)  
or call 617-500-8090

The personal conferencing space is undergoing rapid evolution as web conferencing vendors add video capabilities while videoconferencing software vendors are addressing the needs of service provider customers and demands for data collaboration. This subscription service follows the developments in the personal collaboration space and the evolution to mobility. Vendors and channel partners will find the subscription invaluable for tracking market trends; end users will find the information key to making informed vendor decisions.

## COVERAGE AREAS

Web and desktop videoconferencing / data collaboration solutions for personal use on computers, tablets, smartphones, and appliances.

### Offerings employ a combination of

- Desktop / webcam (increasingly HD-quality) videoconferencing
- Web-based data sharing and collaboration
- Internet-based VoIP and/or integration with PSTN audio conferencing

### Solutions deployed as

- On-premise products (hardware and/or software)
- Hosted /cloud services, or
- Managed services

## TYPES OF CONTENT PROVIDED

- Market sizing and 5-year forecast
- WebMetrics bi-annual in-depth web conferencing user surveys
- Research and opinion notes on companies, market trends, news announcements
- Comparison matrices of products and services
- Profiles of industry leaders, players, and disruptors

# AUDIO CONFERENCING PRODUCTS AND SERVICES

For more information  
contact [sales@wainhouse.com](mailto:sales@wainhouse.com)  
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WR's audio conferencing subscription service provides vendors and their customers exclusive coverage of both audio conferencing bridging hardware as well as hosted audio services.

## COVERAGE AREAS

- Hosted audio bridging services
- Audio conferencing bridges / media server for service providers
- Audio conferencing bridges / media server for enterprise

## TYPES OF CONTENT PROVIDED

### Hosted audio bridging services

- Market sizing & forecast reports
- SpotCheck quarterly market statistics in 11 regions
- Addressable market studies for North America, Europe, and Asia Pacific
- Company profiles of key CSPs in each region
- Survey of end users

### Audio conferencing bridging / media server products

- Market sizing and 5-year forecast by enterprise users and service providers
- Comparison matrix of major audio conferencing bridges / media servers
- Profiles of industry leaders, players, and disrupters



# UNIFIED COMMUNICATION PRODUCTS AND SERVICES

For more information  
contact [sales@wainhouse.com](mailto:sales@wainhouse.com)  
or call 617-500-8090

Many companies today are looking to bring their audio, video, and web conferencing environments together with presence and instant messaging under a unified communications solution. Unified solutions provide a new level of simplicity to the user, but raise complexity levels for the conferencing manager. The result is intense interest in both the product solutions and the hosted and managed services that appeal to enterprises of all sizes. Vendors and service providers will appreciate the in-depth market statistics that help them in business planning; customers will value the market intelligence that can help managers refine their deployment plans.

## COVERAGE AREAS

- **Hosted and managed unified communications services**
- **Premise-based unified communications products**

## TYPES OF CONTENT PROVIDED

- Market sizing and 5-year forecast for UC services, licenses, and revenues
- Market sizing and 5-year forecast for premises-based solutions including, telephony, presence, and conferencing
- Research and opinion notes on companies, market trends, news
- Vendor and service provider profiles
- Annual survey of end-users
- Comparison matrices on key market products and services

# STREAMING & WEBCASTING PRODUCTS AND SERVICES

For more information  
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The ability to record, archive, and replay content ranging from recorded team meetings to town hall sessions to CEO “broadcasts” is bringing new levels of communications efficiency and effectiveness to all line-of-business managers. WR’s streaming and webcasting coverage provides detailed information for end users and vendors looking to understand the products and services available.

## COVERAGE AREAS

### Enterprise streaming products and services

- Rich media content capture (includes encoding and ingestion)
- System management (includes content management)
- Content publishing (typically via a content portal)

### Webcasting services leveraging hosted application

### Support and bundled services associated with streaming and webcasting offerings

## TYPES OF CONTENT PROVIDED

### Market sizing and 5-year forecast

- Enterprise streaming products and services
- Webcasting services


### Research and opinion notes on companies, market trends, news announcements

### Comparison matrices for

- Enterprise streaming capture solutions
- Enterprise streaming management solutions
- Enterprise streaming delivery / publishing solutions
- Webcasting services

### Vendor and service provider profiles

### Annual survey of end-users



# DISTANCE EDUCATION & E-LEARNING SOLUTIONS

For more information  
contact [sales@wainhouse.com](mailto:sales@wainhouse.com)  
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Distance Education and e-Learning solutions represent a key application area for collaboration and conferencing technologies that include educational institutions as well as commercial and government users. This subscription covers the key technologies and applications of interest to vendors targeting primary/secondary education, higher education, and enterprise / government training customers, while exploring the market drivers and behaviors of the evolving user community of educators and trainers.

## COVERAGE AREAS

- **Collaboration & conferencing technologies for Education & Training users**
- **Lecture capture solutions**
- **The intersection of Learning Management Systems with real-time technologies**
- **Interactive whiteboards & electronic aids**
- **Ancillary technologies that support teaching & learning**

## TYPES OF CONTENT PROVIDED

- White papers and research notes
- Comparison matrices
- Vendor and service provider profiles
- Market segment reports
- Surveys of end-users

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**About Wainhouse Research**

Wainhouse Research provides strategic guidance and insight on products & services for real-time and

on-demand Unified Communications. The global client base includes established and new technology suppliers and service providers, as well as enterprise users of voice, video, streaming, and web collaboration solutions. The company provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free newsletter, and speaks at client and industry events.

[www.wainhouse.com](http://www.wainhouse.com)