



# WebMetrics

## Tracking Usage Patterns & Market Dynamics in Web Conferencing

*An Assessment of Indices  
and Trends in Web Conferencing*

*2011 Program Guide*



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## Overview

Wainhouse Research's WebMetrics is an annual research program designed to better understand web conferencing usage and user preferences. Through extensive on-line surveys, the study explores topics such as

- How users and decision makers prefer to buy web conferencing,
- What kinds of activities / applications they use the technology for,
- Deployment options,
- Brand preferences / perceptions,
- What features, functions, and benefits respondents value most, and
- What other technologies are used in conjunction with web conferencing.

The program's survey base is the WebMetrics User Panel, which is comprised of more than 800 qualified web conferencing end users who have formally registered with WR. Begun in 2004, the survey program now boasts 7 years of data and a rich trove of findings that provide a comprehensive snapshot of the web conferencing buyer's attitudes. Additionally, WR regularly asks cutting edge questions of this highly savvy respondent group, and occasionally is able to utilize the panel for custom surveys conducted by WR for WebMetrics subscribers.<sup>1</sup> Most surveys achieve between 150-190 total responses.

*This report series is the only one of its kind. I love how you add analysis and interpretation to the core data. – VP Strategy, Major Web Conferencing Services Provider*

*Executive summaries (with table of contents) for both 2010 reports are available at [www.wainhouse.com/webmetrics](http://www.wainhouse.com/webmetrics).*

## Methodology

WebMetrics benchmarks the web conferencing user community. After discussions with vendors and service providers, the following areas of interest were identified:

- Brand perceptions
- Product functionality and feature set preferences
- Deployment model considerations
- Attitudes toward service providers and their offerings
- Buyer behavior (surrounding purchasing authority, preferences, applications, and intentions)

To gather WebMetrics data, Wainhouse Research conducts surveys of qualified web conferencing meeting attendees, presenters, and buyers/decision makers. WebMetrics sponsors are offered the opportunity to provide input into the formation of the survey instrument. Additional respondents have been invited through the efforts of third-party list vendors and partnerships with publications like Network World or ConferencingNews, so the respondent list consists of both Wainhouse Research Bulletin readers and general qualified names acquired through these and other third-party lists. No vendors or service providers within the web or audio conferencing industry space are allowed to join. A total of approximately 800 distinct names have developed from those who have participated in one or more of the surveys during 2004 – 2010. These individuals will continue to be invited and offered special incentives, such as Amazon gift certificates, Apple iPods, and high-level summaries of the results.

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<sup>1</sup> Requires separate project quotation. This is a special benefit to WebMetrics subscribers, with discounted access to the panel as a research resource.

**Deliverables for 2011**

For 2011 Wainhouse Research intends to continue the depth of questioning contained in WebMetrics to date, while adding new areas to explore based on evolving trends and subscriber input. Expect more topical questions concerning the impact of economic matters on web conferencing usage, personal usage, and attitudes towards Presence/IM, VoIP and mixed PSTN-VoIP services, Unified Communications, Social Networking, and newer vertical applications. Also expect more questions exploring how groups of users work together, whether from conference rooms, desktops, or in mobile environments. Many of the questions we are beginning to formulate concern when, if, and how web conferencing might migrate from being a stand-alone solution into a “feature” that becomes a well-integrated part of a bigger solution, how it might meld with other real-time and asynchronous communication technologies (including Team Workspaces and Social Networking), and how we can identify new, creative applications made possible by the technology that simply could not be done before.

Key Areas of Research	Related Questions	Biannual rotation
Brand Perceptions	How do brands compare (recognition, reputation, etc)? How are they viewed by different market segments?	1H
Product Functionality & Feature Set Preferences	How do features compare in terms of preference? What other applications are organizations using with web conferencing tools? What leads users to become presenters / power users? What are attitudes towards VoIP and desktop video?	1H
Integration and workflow applications	What attitudes exist concerning web conferencing integration with workflow applications and unified communications? Are you interested in IP PBX offerings and/or UC platforms from the likes of IBM/Lotus, Cisco, Microsoft, Avaya, and others? What processes within your organization are candidates for integration with web conferencing?	1H
Attitudes toward vendors and service provider offerings	What factors are considered when choosing a software vendor and/or service provider? How are organizations viewing service providers in comparison with internally deployed platforms?	2H
Deployment model	What is the mix of services, managed services, and self hosted deployment? What are users' plans over the next 12-18 months? Why do organizations choose ASP vs. CPE deployments?	2H
Buyer behavior	What are buyer intentions and usage plans over the next 12 months? Who is making the decisions within the organization – departmental managers vs. centralized IT? How are decisions made concerning internal deployments vs. outsourced service providers.	2H

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### Costs and Key Deliverables

Reports are delivered via Acrobat file and are licensed for distribution to and download by any member of the purchasing organization.

The continued cost of email lists, referral programs, and price incentives are reflected in the pricing. The following options are available for this study.

Option	Cost	Selection	Subtotal
Subscription for one year, 2 reports (electronic delivery licensed for distribution within the purchasing organization)	\$6,995	Annual	_____
Individual semiannual report (electronic delivery; please specify quarter requested)	\$3,995	1H-11	_____
	\$3,995	2H-11	_____
<b>Total</b>			_____

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