2010 European CSP Market Forecast & Provider Reviews

Market Assessment of 12 European Collaboration Service Provider Markets

SKU: RE-CSP10-EU

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NOTE: The material presented in this report is based on both primary and secondary market data coupled with our professional interpretation of the facts. We believe that the basic information and recommendations presented in this study should be used in conjunction with other data for making sound business decisions. No warranty as to completeness or accuracy is implied. All market estimates and forecasts are those of the authors, except as noted. We welcome your comments on this report.

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Project Background, Objectives and Market Review

Throughout the winter of 2010 Wainhouse Research (WR) conducted an independent assessment of the conferencing services market in Europe. This in-depth study is intended to provide a description of the current state of the local European markets, assess current trends, identify risks and opportunities, and provide assistance on market approach, services and prices. Current market data and analysis and forecast information is included in this report. Data from this report should assist clients in determining and establishing local marketing strategies and product offerings, and in setting in-country budgets and sales expectations.

Data in this report consists of largely *quantitative* information, providing current and forecast data on the volumes and revenues of services in local European markets. Each subscriber to this report is encouraged to contact the author for a one-hour online briefing where specific *qualitative* information can be discussed according to client needs.

The report is provided in two parts:

Part A: Local country analysis and forecasts

Part B: Provider reviews

A. Country Analysis

Data has been collected on:

- European region estimates including:
  - Current total market size by product type
  - Current market size by audio minutes – unattended & attended
  - Total market share by country
  - Market share by service type & country
  - Market share by audio minutes & country – unattended & attended
  - Audio price range & average sales price – unattended & attended
  - Ranking of market share by service (ex: #1 unattended audio revenue, # 5 web conferencing revenue, etc) and comparison to peers

HIGHLIGHTS

- The European collaboration & conferencing services market is forecast to be approximately $2B by 2014 with a 5-Year CAGR of 9%.
- Collaboration & conferencing services are composed of hosted audio, web and video conferencing.
- The standalone hosted conferencing services market will continue to thrive, both as a contributor to UC bundles and as a separate unbundled service.
- The European market for hosted audio will grow to over 30B minutes by 2014.
- Despite varying license models and reduced prices, revenues for web conferencing will have a 5-Year CAGR of 19%.
- WR anticipates most video services will end up within a managed services bundle, and that standalone video bridging growth will be flat.

- 5-year forecast by service type – attended/unattended audio, video bridging, web conferencing

- Country-by-country estimates including:
    - List and analysis of individual CSPs operating in-country
    - Current market size by service – audio, web, video
    - Current market size by audio minutes – unattended & attended
    - Audio price range and average sales price – unattended & attended
    - Ranking of market share by service (ex: #1 unattended audio revenue, # 5 web conferencing revenue, etc) and comparison to peers
    - 5-year forecast by service type – attended/unattended audio, video (PSTN& IP), web conferencing
    - Summary review of active service providers

It is anticipated that these results, in addition to assisting with in-country strategies, will be newsworthy from a human-interest angle and will allow clients to create awareness in the press of beneficial market trends to their business.

B. Summary Review of Providers

WR researched 38 facilities-based CSPs in Europe for this study. A summary review and analysis is provided for each vendor at the end of this study.

Table of Contents

Methodology, Assumptions, and Definitions

Methodology

Primary and secondary sources of information were used in the development of this report. WR contacted and interviewed over 25 conferencing and collaboration service providers operating in Europe. WR collects quarterly volume and revenue data from over 35 CSPs throughout the year, and annual data from the balance of providers. Market sizing is typically based on data submitted to WR directly by the providers. In some cases WR has made estimates based on input (estimates, ranges, percentage of growth) from providers and our insight into the markets.

All revenue statistics discussed in this report are sales of services to end users. Revenues are generally denoted in millions of US dollars, except for obvious figures, such as average selling prices. We attempt to make our units clear in all figures and tables.

Numbers contained in the tables may not add exactly due to rounding.

A note about foreign exchange rates (f/x). For this study WR has collected revenues in USDs, GBPs, EUROS and foreign currency specific to the Nordic countries. When collecting data in foreign currency WR uses the average f/x rate for the period collected. In 2008 and 2009 – as in any year – currency rates fluctuated. Our quarterly CSP SpotCheck trending analysis has been using growth comparisons on a constant currency basis for Q3 and Q4 2009. This study does not use a constant currency basis, but rather provides values at their actual exchange rate for the period cited. F/x rates for British Pounds and EUROS for 2008 and 2009 are listed below.

Table 4 Foreign Exchange Rates for 2008 & 2009

Currency	2008	2009	% Change
GBP	£1.86	£1.57	15.6%
Euro	€ 1.47	€ 1.40	5.2%

Source: Oanda, 4/10

Assumptions

General Forecast Assumptions

The value in a local markets report is that we provide country-specific information. While we believe it is a valuable exercise to understand Europe as a whole, we strongly believe that local market characteristics provide critical insight that varies – often dramatically – country to country. We offer our general market assumptions below. We encourage readers to contact us for a telephone briefing on the general market and with specific country interests.

- Our 2010 forecast assumes that unified communications will have significant take-up - which began in 2009 and continues on for 10 years. Large MNC's are beginning with a combination of on-premise and managed services, but will eventually switch over to more "cloud"-based services where they do not own or manage the service elements (software, servers, etc.) SMB's will begin with managed and hosted services and move toward more hosted, cloud-based services as more fully featured hosted services become available over time.

- WR forecasts that the widespread adoption and use of cloud-based unified communications (UC) will drive new growth in audio and web conferencing volume (minutes), however, that fixed, per seat UC pricing will drop average sales prices to the equivalent of $0.015 – 0.020 per minute just beyond the forecast period. With UC services, while there may be on-net (customer's network) and off-net (network service provider's network) pricing that varies, WR assumes that the average audio conference price will typically reflect a bridging fee without a network charge. While some providers have fractional cent cost of services (COS) today, some are at $0.010 COS per minute. Subsequently, audio margins may drop from the 60-70% range today toward the 40-50% range beginning just out the forecast period (2015).
- Our 2010 audio forecast reflects ASPs that include the bridging and the network fee. WR may need to begin forecasting an additional category with UC audio minutes in the future that do not include the network fee.
- WR client surveys indicate that most organizations planning for, or currently deploying UC, prefer to use a third party audio & web conferencing service provider within their UC services versus the standard elements in the UC suite – e.g. InterCall audio conferencing & Cisco WebEx versus Microsoft Audio Dial-in Conferencing & Live Meeting in Microsoft's OCS UC suite. In these cases, the client would provide IP or SIP trunking to the service provider, or access the service off-net – which is the most common access method today. This forecast assumes that the preference for third-party specialists continues for the forecast period.

European-Specific Forecast Assumptions

- Audio conferencing volume will grow at a five-year compound annual growth rate (G5) of 21%. The dominant markets of UK, France, Germany, and Sweden will drive most of this growth with secondary markets fielding similar or lower growth. Total revenue will grow at 5% as price erosion for unattended audio drops -12% for the period.
- Traditional operator assisted audio – either for events or small group calls – will grow 0% in volume and decline -9% in revenue over the forecast period as do it yourself (DIY) online tools and webcasting services replace this service.
- Web conferencing revenue will continue to grow despite new fixed price licenses and inclusion in many UC bundles. New organizations and users will drive revenue growth to a G5 of 19%.
- While managed services for video have grown dramatically in recent years, traditional CSPs typically do not participate. While many network service providers have begun to offer Telepresence services - which include video bridging services – WR has not seen video bridging revenue reflected in their reporting to us. Much of our video bridging revenue is based on standard or HD video services, but does not include multi-codec (immersive or Telepresence) services. Video bridging services as reported to WR will remain close to flat during the forecast period (1%).

Local market analysis: WR contacted and conducted telephone interviews with approximately 35 CSPs operating in Europe. Revenue and volume data was requested for audio, web, and video services.

Definitions

We define the conferencing service market as multipoint audio, video bridging, and web conferencing. Below we define each category of service that we forecast:

Attended Audio - Audio conference in which an operator is used to facilitate the call. The operator may or may not also schedule and set up the call.

Unattended Audio - Audio conference, in which the moderator schedules, sets, up, and facilitates the call. An operator is not used.

Web Conferencing - A collaborative session hosted by a service provider, which uses a standard web browser or downloaded client to share an application or to make a remote presentation over the Internet. Voice communications to accompany the conference or presentation is typically over the public switched network (revenue would be included in audio) or, in limited cases today, over the IP network.

Video Bridging - Service used to connect more than two videoconferencing endpoints into a conference. Most video bridging services are operator attended, but increasingly interest is growing in unattended services. The client or the service provider can conduct invitations and scheduling.

Additional definitions:

CSP – Conferencing / Collaboration Service Provider

ASP – Average Sales Price, also known as ARPU (average rate revenue per unit) – represented in USD cents

Revenue – All revenue represented in millions of US dollars.

Minutes – All minutes represented as millions of minutes.

Rounding – All minutes and revenue are round up when integers past the decimal point are greater than .5, therefore some totals would appear not to add up. In the example below 4.1 + 129.8 = 133.9, but is rounded up to 134.0.

Example:

In Millions	Attended	Unattended	Total
Audio Minutes	4.1	129.8	134.0

Spain

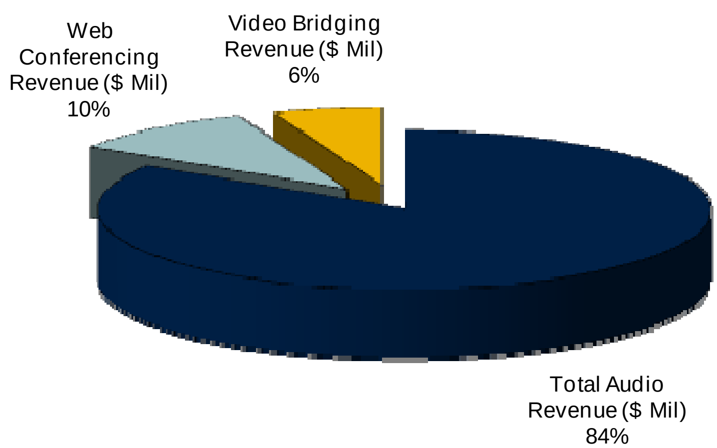
Spain Current Market Size - Summary Detail

Table 54. Spanish Revenue by Service Type – 2009

In Millions	Attended	Unattended	Total Audio	Video	Web	Total
Revenue FY09	$1.6	$13.0	$14.7	$1.0	$1.8	$17.4

Source: Wainhouse Research, 4/10

Figure 89. % Market Size by Service Type 2009



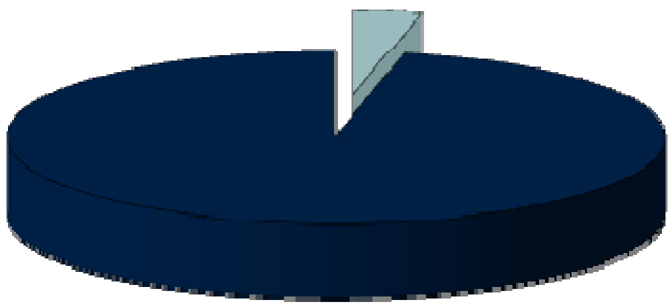
Source: Wainhouse Research, 4/10

Table 55. Spanish Audio Minutes – 2009

In Millions	Attended	Unattended	Total
Audio Minutes	4.5	128.5	133.0

Source: Wainhouse Research, 4/10

Figure 90. Spanish Attended vs. Unattended Volume



Source: Wainhouse Research, 4/10

Table 56. Spanish Audio Price Range & ASPs

Per Minute	Attended	Unattended
Price Range	$0.078-$0.636	$0.083-$0.119
Average	$0.362	$0.101

Source: Wainhouse Research, 4/10

Spanish Market Share – by Vendor

Figure 91. Spanish Market Share $ by Vendor

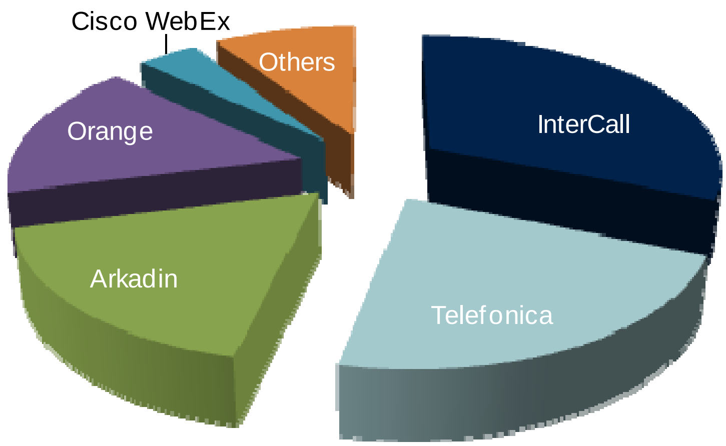
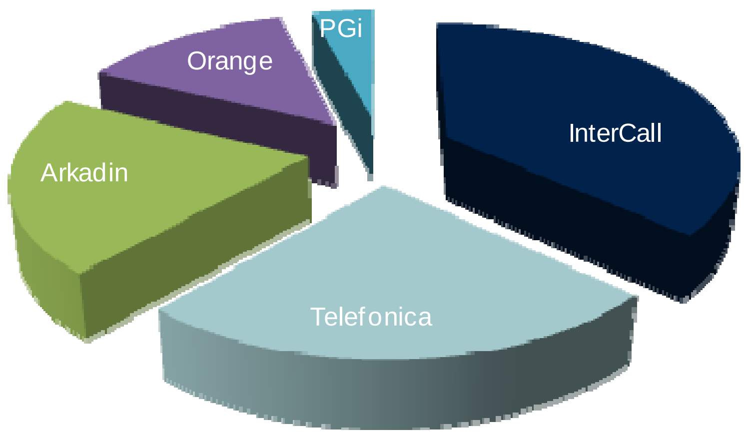


Table 57. Spanish Market Share by Ranking

2009	Attended	Unattended	Total Audio	Video	Web	Total
#1	Telefonica	InterCall	InterCall	Orange	Cisco WebEx	InterCall
#2	InterCall	Arkadin	Telefonica	Telefonica	Netviewer	Telefonica
#3	Arkadin	Telefonica	Arkadin	InterCall	Telefonica	Arkadin
#4	PGi	Orange	Orange	N/m	InterCall	Orange
#5	N/m	PGi	PGi	N/m	PGi	Cisco WebEx

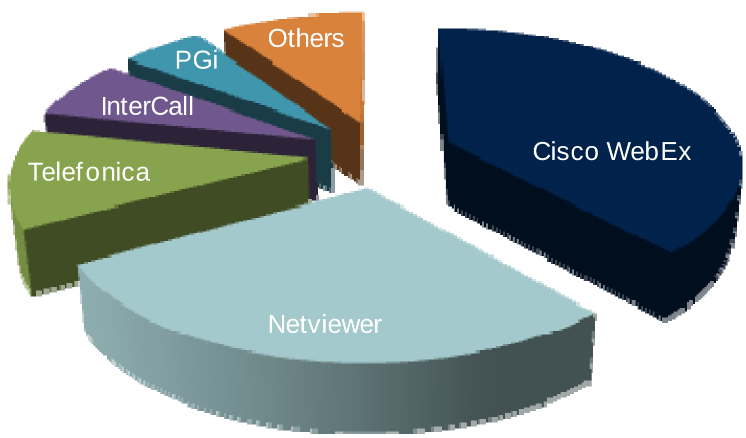
Source: Wainhouse Research, 4/10

Figure 92. Spanish Audio Market Share $ by Vendor



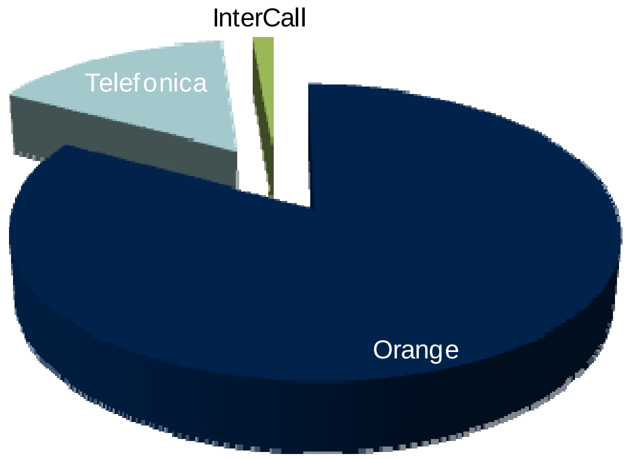
Source: Wainhouse Research, 4/10

Figure 93. Spanish Web Market Share $ by Vendor



Source: Wainhouse Research, 4/10

Figure 94. Spanish Video Market Share $ by Vendor



Source: Wainhouse Research, 4/10

Table 58. Spanish 5-Year Forecast

Spain	2009	2010	2011	2012	2013	2014	G5
Attended Audio Minutes (Mil)	4.5	4.7	5.0	5.2	5.5	5.7	5%
Unattended Audio Minutes (Mil)	128.5*	154.2	194.3	248.7	323.3	426.8	27%
Total Audio Minutes (Mil)	133.0	158.9	199.3	253.9	328.8	432.6	27%
Attended Audio ASP ($ US)	$0.362	$0.325	$0.293	$0.264	$0.237	$0.225	-9%
Unattended Audio ASP ($ US)	$0.101	$0.086	$0.073	$0.062	$0.053	$0.045	-15%
Attended Audio Revenue ($ Mil)	$1.6	$1.5	$1.5	$1.4	$1.3	$1.3	-4%
Unattended Audio Revenue ($ Mil)	$13.0	$13.3	$14.2	$15.5	$17.1	$19.2	8%
Total Audio Revenue ($ Mil)	$14.7	$14.8	$15.7	$16.9	$18.4	$20.5	7%
Web Conferencing Revenue ($ Mil)	$1.8	$2.4	$3.1	$3.8	$4.6	$5.4	25%
Video Bridging Revenue ($ Mil)	$1.0	$1.0	$0.9	$0.9	$0.8	$0.8	-5%
Total Revenue ($ Mil)	$17.4	$18.2	$19.7	$21.6	$23.9	$26.7	9%

Source: Wainhouse Research, 4/10

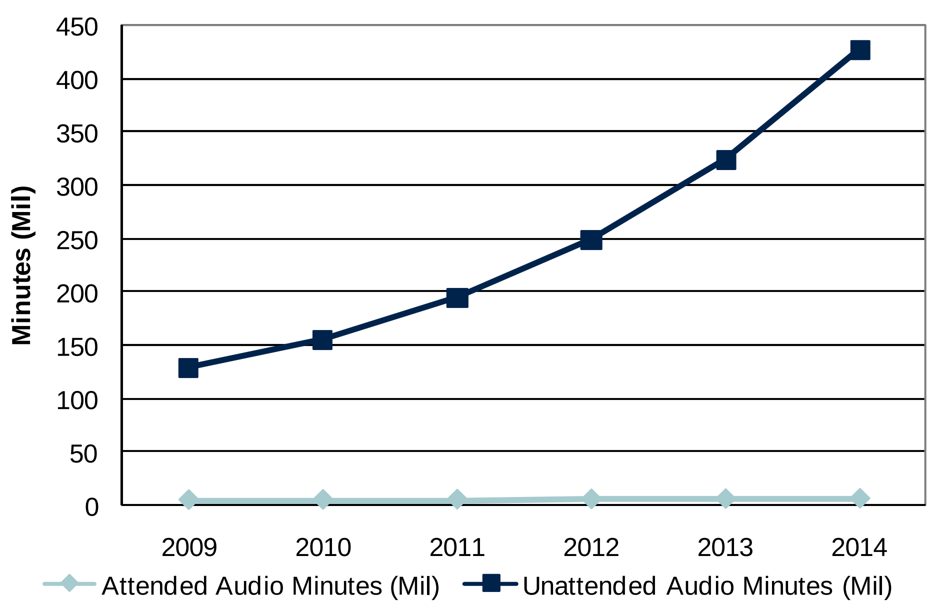
*Represents data collection correction

Table 59. Spanish Growth by Service 2008 – 2009

Spain	2008	2009	Growth
Attended Audio Minutes (Mil)	4.1	4.5	9%
Unattended Audio Minutes (Mil)	129.8	128.5	-1%
Total Audio Minutes (Mil)	134.0	133.0	-1%
Attended Audio ASP ($ US)	$0.286	$0.362	27%
Unattended Audio ASP ($ US)	$0.093	$0.101	9%
Attended Audio Revenue ($ Mil)	$1.2	$1.6	38%
Unattended Audio Revenue ($ Mil)	$12.1	$13.0	8%
Total Audio Revenue ($ Mil)	$13.2	$14.7	11%
Web Conferencing Revenue ($ Mil)	$1.4	$1.8	23%
Video Bridging Revenue ($ Mil)	$0.8	$1.0	20%
Total Revenue ($ Mil)	$15.5	$17.4	12%

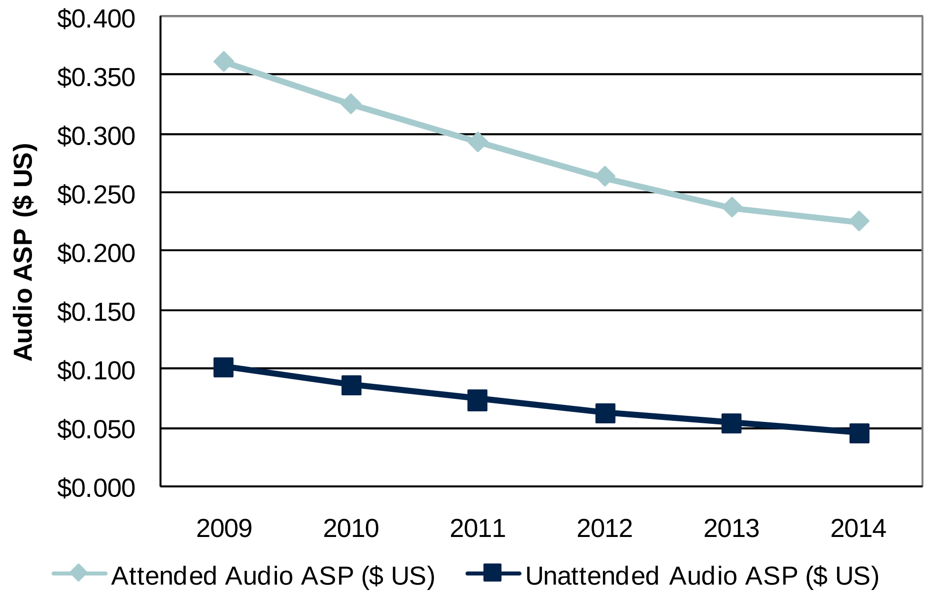
Source: Wainhouse Research, 4/10

Figure 95. Spanish Attended & Unattended Audio Volume



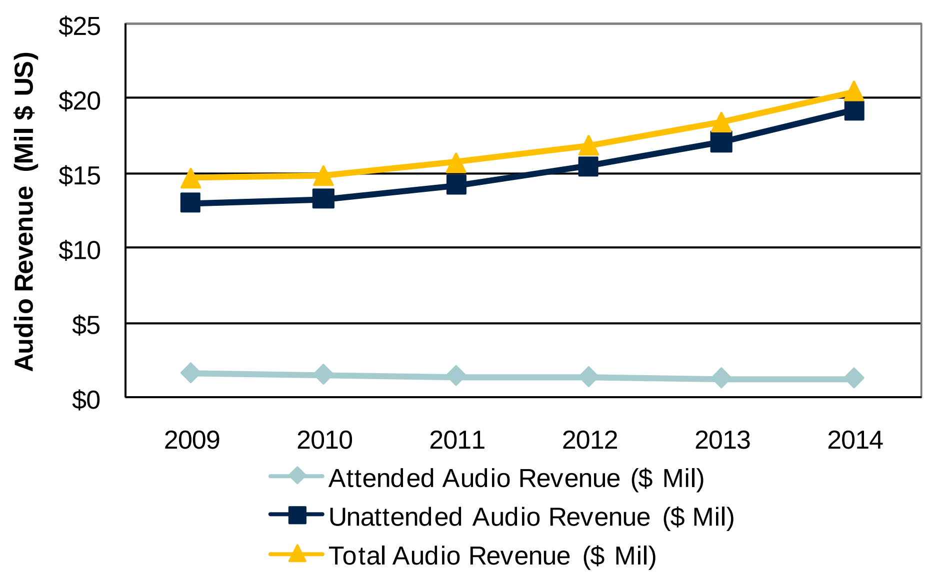
Source: Wainhouse Research, 4/10

Figure 96. Spanish Attended & Unattended Audio ASPs



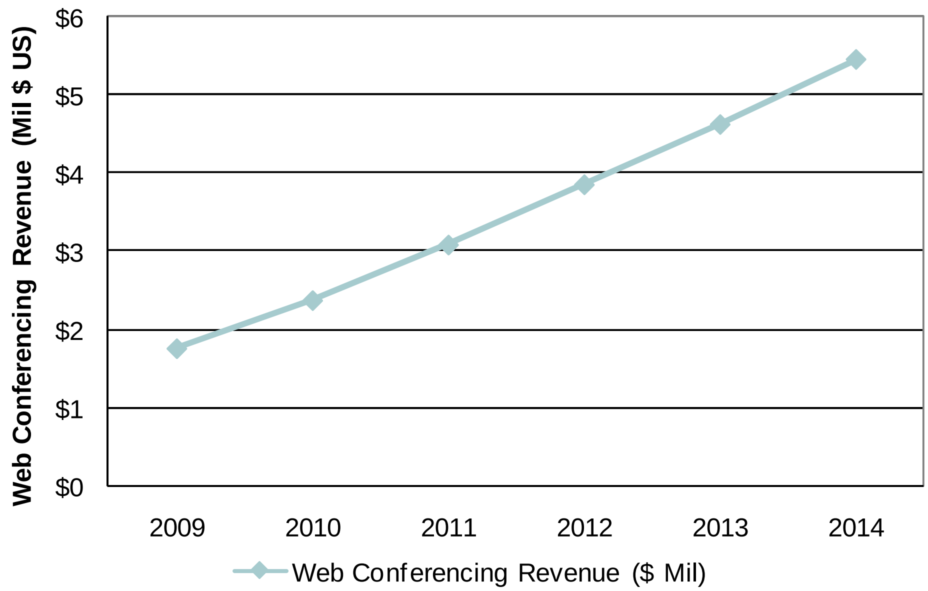
Source: Wainhouse Research, 4/10

Figure 97. Spanish Audio Revenue Forecast (000's)



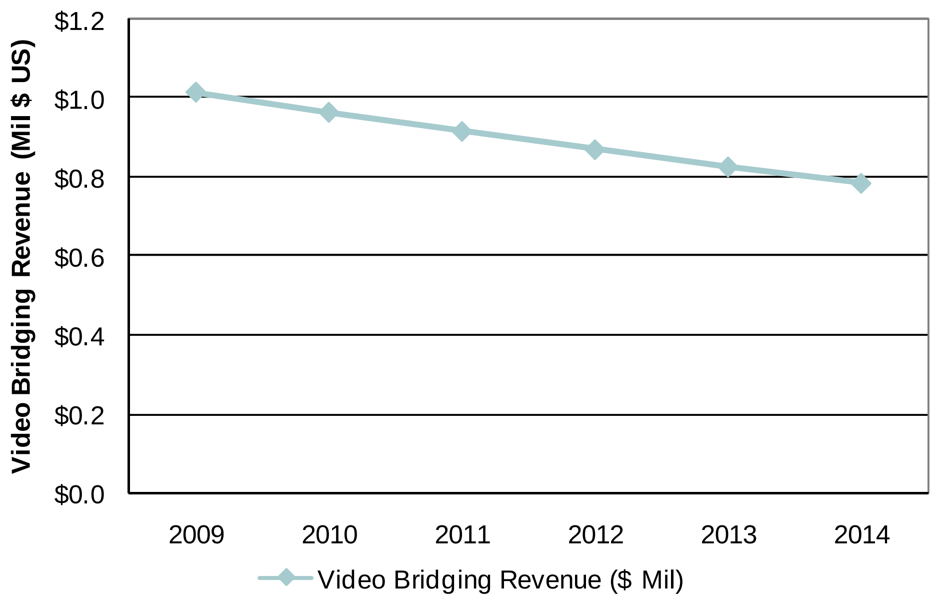
Source: Wainhouse Research, 4/10

Figure 98. Spanish Web Conferencing $ Forecast



Source: Wainhouse Research, 4/10

Figure 99. Spanish Video Bridging $ Forecast



Source: Wainhouse Research, 4/10

Summary Review of Major European CSPs

Each provider name links to their write-up. Control + click on provider name to be linked to review.

Table 84. Listing of providers by country

	UK	FR	DE	SE	NO	FI	DK	NL	BE	CH	IT	ES
ACT	x	x	x					x	x			
Adobe	x	x	x					x	x			
Aduno Teleconferencing Services	x	x							x			
Aethra.net											x	
Arkadin SA	x	x	x	x	x			x	x	x		x
AT&T Conferencing Services	x	x	x									
Belgacom									x			
BT Conferencing	x	x	x		x				x		x	x
Cisco WebEx	x	x	x	x	x	x	x	x	x	x	x	x
Chorus Call SA			x							x	x	
Citrix Online	x	x	x		x							
ConferencePlus	x	x	x	x			x					
Deutsche Telekom			x									
Elisa						x						
Finnet						x						
Fjord				x	x							
Global Crossing	x											
InterCall	x	x	x	x	x	x	x	x	x	x	x	x
Interoute	x											
KPN/Getronics								x				
MeetingOne		x							x			
meetyoo Conferencing GmbH			x									
MeetingZone	x		x									
Microsoft Limited	x	x	x	x	x	x	x	x	x	x	x	x
Netviewer AG	x	x	x	x	x	x	x	x	x	x	x	x
Orange Business Services		x										
PGi	x	x	x	x	x	x	x	x	x	x	x	x
PowWowNow	x	x	x	x				x	x	x	x	x
Ring2 Conferencing	x											
Skype	x	x	x	x	x	x	x	x	x	x	x	x
Swisscom										x		
Telecom Italia											x	
TeleDenmark - TDC A/S				x	x	x	x				x	
Telefonica (Telefonica Espana)												x
Telenor					x							
TeliaSonera Sweden				x		x	x					
Unified Communication	x		x	x				x			x	x
Verizon Business	x	x	x	x				x				

Aethra.net
via Matteo Ricci 10
60126 Ancona
Italy

Website: http://en.aethra.net

Major Market Presence	
UK	
France	
Germany	
Sweden	
Norway	
Finland	
Netherlands	
Denmark	
Belgium	
Switzerland	
Italy	✓
Spain	

- Aethra.net has operated in Italy since 1994.
- Aethra.net integrated into Aethra's video equipment business in 2007, however in mid-2009 the video business unit of Aethra went into Concordato Preventivo, a restructuring of debts and payment.
- In November 2009, a new start-up company, Ae.net, purchased the business unit of Aethra.net.
- The company offers audio, web, video bridging and streaming services.
- The company is considered a local specialist in webcasting event services.

WR analysis: In 2009 and early 2010, the three parts of Aethra were sold off. The intellectual property of the video equipment business went to RADISION, the network equipment business went to an Italian organization, and Aethra.net went to a newly formed company, Ae.net. However, the business is still managed and run by the same people. Aethra.net as a brand and organization remains, and is likely more focused on growth and success than ever before given the recent events surrounding its parent company. Where last year, audio conferencing sales were integrated into the video equipment business, this year Aethra.net stands alone and can chart its own course. But what will that course be? Currently, the company has been seeing traction in webcasting events where the origination device is a video conferencing terminal. This makes sense given the company's original connection to the video business and the convenience for clients to use an in-house video system versus bringing in a film production crew (often the case for event webcasts). The traditional audio/web conferencing market in Italy is riddled with new aggressive competitors (Arkadin, PGi, InterCall, Unified Communication), and focusing on events – whether they be operator assisted audio/web or webcasting events - makes sense for Aethra.net. Events require special skills, including a service consideration that is often local and personal. Aethra.net has the benefit of a long standing reputation in Italy as a trusted provider of services. And while the company will have direct competition with Chorus Call in the video streaming/events business, one significant competitor is better than five or six.

Glossary

Bluetooth: A short-range transmission technology for multiple device networking

CAGR: Compounded annual growth rate.

Dual-Mode Phone: A wireless handset that operates on both 802.11 and cellular frequencies.

Endpoint: A video-enabled device or a telephone handset. May be a group system or personal.

Firewall: An integrated collection of security measures designed to prevent unauthorized electronic access to a networked computer system. Firewalls typically reside within a network routing device or a special security device.

Fixed/Mobile Convergence: A term that suggests the merging of wired and wireless communications such that they appear to the user as part of a single system that enables seamless roaming across the two domains.

FMC: Fixed mobile convergence.

Gatekeeper: A software application or appliance that provides address translation, registration, call control, directory services and bandwidth management functions. The gatekeeper may also track usage and thereby provide some level of support for billing functions.

Gateway: A device that provides the needed protocol and algorithm conversions in order to connect endpoints on one network with endpoints on another network.

G5: 5-year Compounded annual growth rate.

IM: Instant messaging. A form of electronic communication which involves immediate correspondence between two or more users who are all online simultaneously.

IMS: IP multimedia subsystem. A standardized next-generation networking (NGN) architecture for telecom operators that provides mobile and fixed multimedia services.

IM Server: Software running on a central computer that enables the exchange of instant messages between clients.

IP: Internet protocol.

IP PBX: A PBX capable of attaching to IP-based phones and other IP devices and sending calls via IP networks.

MCU: Multipoint control unit. A device that receives audio and video from video endpoints. After mixing the audio the device will send back audio and voice-activated switching video or continuous presence video to each video endpoint.

PBX: Private branch exchange. Telephone switching equipment that resides in a private business instead of within the telephone company network.

PSTN: Public switched telephone networks.

Presence: The ability to know a user's status (e.g., online, on phone, out of office, etc.) before attempting to communicate with them.

SIP: Session initiation protocol. A peer-to-peer protocol for setting up IP phone calls.

SIP Trunking: Enables the transport of voice traffic via public IP networks rather than traditional voice alternatives (e.g., T1).

SIMPLE: SIP for IM and presence leveraging extensions. Extensions to SIP used for interconnecting IM services.

Telepresence: A videoconferencing solution that provides illusion that the remote party is in the same room.

Traditional Voicemail: Refers to older systems that provide voicemail only and require tightly integrated, vendor-specific hardware, as well as software.

Unified Communications: The seamless combination of voice, data, and video into single, real-time systems for communicating anytime, anywhere.

Unified messaging/unified messaging-capable (UM/UM-capable): UM/UM-capable systems are defined as systems capable of combining voice, email, and fax, although often such systems are used primarily for voicemail today.

VoIP: Voice over IP. A method of transmitting a conversation IP networks instead of conventional telephone lines by converting the audio into digital data, dividing the data into IP packets, and sending the packets over an IP network to an IP device at the other end.

VoWLAN: Voice over a wireless local area network.

Web Conferencing Server: Software running on a central computer that enables workstations to exchange slides, application views, and other data in real-time with other workstations.

List of Tables

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About Wainhouse Research

Wainhouse Research provides insight and intelligence into the global markets for audio, web (data), and video conferencing, real-time Unified Communications, enterprise streaming and webcasting, and enterprise social networking. The company publishes public and private studies, speaks at industry events and private company events, and provides both strategic consulting to industry vendors as well as end user organizations. Wainhouse Research conferences in the US and Europe provide a forum for the industry to discuss critical issues for industry growth. For more information see: www.wainhouse.com.

About the Research Team

Marc F. Beattie is the Managing Partner and CSP Practice Manager at Wainhouse Research, LLC. Marc is a member of Gerson Lehrman Group's The Councils of Advisors and Vista Research's Society of Industry Leaders through which he advises worldwide financial clients on technology companies and trends. He has authored public and private reports on product strategies, distribution structures, emerging technologies and industry applications. Marc is the principle author of *CSP SpotCheck,* the three-volume *CSP Market Forecast & Provider Review* for North America, Europe, and Asia Pacific, the three-volume *Addressable CSP Markets* study for North America, Europe, and Asia Pacific, and the *Emerging CSP Markets* study. He is a featured speaker and moderator at industry conferences and private company events - specializing on the future impact of current technology developments. Marc is the conference director for WR's *CSP Summit,* an annual one day event for CSPs and their partners. He regularly consults with end users, established vendors, emerging companies, and the financial community. Prior to joining Wainhouse Research Marc was an early member of PictureTel and Polycom - holding positions in product management, business development and sales management - and spent 13 years working within the industry. He has been an independent analyst and consultant since 1998. He can be reached at mbeattie@wainhouse.com.

Kristen Priest is a Research Assistant at Wainhouse Research, LLC. Kristen has been involved with numerous qualitative and quantitative projects within WR and regularly communicates with WR research targets in Europe, North America, and Asia Pacific.