



# Rich Media Metrics - 2009



## *An Assessment of Customer Trends, and Preferences in Rich Media Conferencing and Collaboration*

The Rich Media Metrics program is a series of statistical surveys intended to measure customer (including resellers) attitudes, preferences, and buying/deployment trends across a wide variety of conferencing and collaboration issues that span unified communications, videoconferencing, streaming and webcasting, as well as managed services. Survey respondents come from several lists, including the Wainhouse Research Bulletin subscriber list, and are generally very savvy about conferencing and collaboration products and services for the enterprise. Participation is encouraged by entering all respondents into prize drawings. The surveys generally explore such topics as:

- Shifts in decision-making and buying authority
- Deployment models and brand preferences
- Importance of features, functions, and benefits
- Primary applications
- Preferences for hosted and managed services
- Channel partner preferences and perceptions

Rich Media Metric reports are available to anyone. However, those who subscribe in advance have an opportunity to influence the questions included in the survey.

Wainhouse Research analysis reports attempt wherever possible to show time-line trends (year-to-year comparisons) as well as results for different segments of the overall survey respondents (end users vs. others).

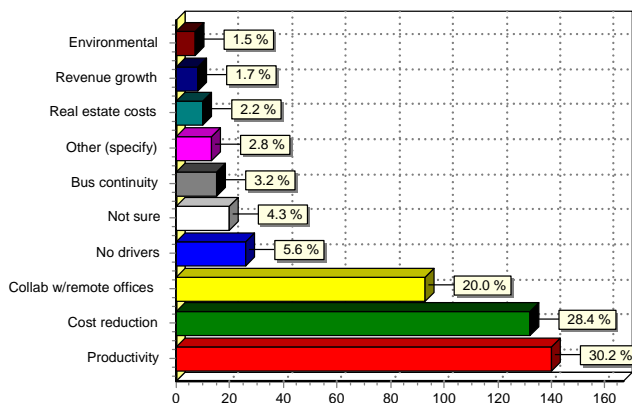
The 2009 program includes:

**Survey 1: Videoconferencing End Users**

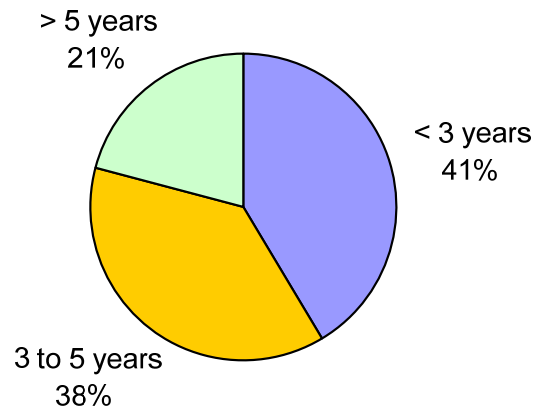
**Survey 2: Service Provider Customers**

**Survey 3: Enterprise Social Networking**

**Survey 4: Unified Communications**



*Sample Result: Unified Communications Drivers*



*Sample Result: Age of installed videoconferencing systems*

# 2009 Rich Media Metrics – End User Surveys Order Form

**Option I – Individual Reports (RE-RMM09)**

- R1 - Videoconferencing End Users - \$2,795 USD
- R2 - Service Provider Customers - \$2,795 USD
- R3 - Enterprise Social Networking - \$2,795 USD
- R4 - Unified Communications - \$2,795 USD

**Option II – Report Bundle – (RE-RMM09-ALL)**

Includes: R1, R2, R3, & R4  
 \$10,495 USD electronic copies with limited organizational use license (Adobe Acrobat .pdf file)

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**Or fill in, save and email return to [sales@wainhouse.com](mailto:sales@wainhouse.com)**



# Rich Media Metrics

*Videoconferencing*

*End User Survey*

**July 2009**

RE-RMM09-R1



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Wainhouse Research conducted an on-line survey from 30-Jun-09 through 10-July-09 that focused on issues around enterprise videoconferencing. We have conducted a survey of this nature every year for more than five years. An invitation was sent to subscribers of the Wainhouse Research Bulletin as well as to principal members of the Polycom User Group (PUG). The invitation to fill out the survey included a notice that ten participants would be chosen at random to receive gifts of \$50 gift certificates to amazon.com plus a \$50 donation to the charity of their choice.

A grand total of 312 responses were received, with most respondents completing all questions. The 2009 survey repeated a few of the questions used in earlier surveys to enable some time-series analysis.

The primary author of this report can be reached at [andrewwd@wainhouse.com](mailto:andrewwd@wainhouse.com) .

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# Rich Media Metrics

*End User Usage Trends of Conferencing Services*

*End User Survey*

RE-RMM09-R2



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    1, How do you relate to audio and web conferencing within your organization? Check all that apply ... 5

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    3, When you have an audio conference call, how do you usually call in? Please provide an approximate percentage, your numbers should add to 100%. ..... 7

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# Rich Media Metrics

## *Enterprise Social Networking – End User Survey*

**July 2009**

**Prepared by  
William F. Zachmann**

RE-RMM09-R3



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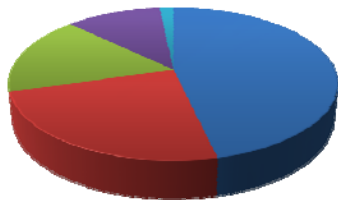
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## Methodology

Wainhouse Research conducted an on-line survey from Friday, April 10, 2009 through Thursday, April 20, 2009 that focused on issues around enterprise social networking. This is the first time we have conducted this survey. The invitation to participate was sent to all subscribers of the Wainhouse Research Bulletin. A grand total of 342 responses were received, with most respondents completing all applicable questions.

In each of the following charts, the (n=<number of respondents>) following the figure caption indicates how many responses were received for the individual question. Questions 1-7, 11, and 15-19 are the main track through the survey and were asked of all respondents. Questions 8-10 were presented only to respondents who answered "Yes" to Question 7 (indicating that their company already had an inward-facing ESN platform in place. Similarly, Questions 12-14 were presented only to respondents who answered "Yes" to Question 11 (indicating their company had an outward-facing ESN platform in place).

The author of this report, William F. Zachmann, can be reached via email at [wfz@wainhouse.com](mailto:wfz@wainhouse.com).



# Rich Media Metrics

## Unified Communications and Collaboration

July 2009



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RE-RMM09-R4

This report contains the results from an on-line unified communications market survey Wainhouse Research conducted in June 2009. Most respondents are subscribers of the Wainhouse Research Bulletin who responded to an email invitation to take the survey. In addition, a survey link was also placed on NoJitter.com. A Panasonic BlueRay Player and nine \$50 gift certificates to amazon.com were offered as incentives to participants, with the winners drawn at random.

166 individuals responded to the survey, of these, 125 were qualified as End Users. These results report survey responses for qualified end users only. The 2009 survey questionnaire repeated some of the questions used in earlier surveys to enable market trends analysis. The primary authors of this report can be reached at [bkelly@wainhouse.com](mailto:bkelly@wainhouse.com) and [andyn@wainhouse.com](mailto:andyn@wainhouse.com).

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