



Monitor Service for Unified Communications

2020 Brochure

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Monitor Service for Unified Communications

Monitor Service for Unified Communications is a subscription-based report and advisory service from the Eastern Management Group. The focus is on unified communications.

- ▶ What You'll Find – Each global report – delivered throughout the year - contains a current and forward-looking market assessment of one or more unified communications products, services, applications, and networks
- ▶ How We Do It – All data comes from thousands of primary research surveys, and interviews with service providers, and technology vendors. The Eastern Management Group performs all of the worldwide research

To the survey data, the Eastern Management Group adds decades of quarterly shipment information, and pricing from our firm's Monitor database as required

Our consulting team then creates models from the data and analyzes it to comprehensively report on each technology

Monitor Service for Unified Communications cont.

- ▶ Report Contents – Each report has an exhaustive global examination of total market size, sales by customer size (nine employee size segments), vertical market shipments (20 vertical market segments), sales by region, vendor shipments, and more. Forecasts are for seven years – 2020 through 2027
- ▶ Inquiry Service – We include free unlimited inquiry service to help customers receive full value from the subscription. It’s “always-on”, so you NEVER have to schedule a callback. You can even reach our CEO John Malone anytime directly at jmalone@easternmanagement.com or 1.212.738.9402 Ext. 2201
- ▶ One Low Price – We do not charge separate license fees for each “seat”. There is just a **\$13,000** price per subscriber company for a yearly subscription to Monitor Service for Unified Communications. There is a **\$500** discount for credit card payments. We also offer a less expensive half-year subscription. Existing clients receive a deeper discount
- ▶ Respected – See why Fortune Magazine has called us the leading analyst in this space

Unequaled Subscription Value

Subject Matter	We specialize in research on communications products, services, applications, and networks
Audience	Reports are developed for communications technology companies and service providers
Scope	All reports cover the world by region or country, vertical market, and customer size
Affordable	Because we have no seat license fees, annual corporate subscriptions are priced at \$13,000. Half year subscriptions are less
Licensing	We make it easy for you to reuse our report data in employee training, customer presentations, and marketing collateral
Primary Research	Each report is based only on primary research, modeling, and analysis
Thousands of Surveys	We do thousands of surveys and interviews for each report
Always-On	Our inquiry service is "always-on." You can even reach our CEO John Malone directly at jmalone@easternmanagement.com or 1.212.738.9402 Ext. 2201
Respected	Fortune Magazine has called us the leading analyst in this space

Subscription Includes

- ▶ Five Reports - Reports for 2020 are:
 - SIP
 - SIP Trunking
 - Session Border Controllers
 - VoIP phones
 - Hosted PBX
 - UCaaS
 - Hybrid
 - Server virtualization
 - CPaaS
 - CCaaS
 - Customer Satisfaction - Choice of one report from Eastern Management Group's customer satisfaction series

Subscription Includes cont.

- ▶ Inquiry Service
 - Unlimited half-hour inquiries
 - 10 Hours custom research
- ▶ Custom Engagement Discount
 - 15%
- ▶ Price
 - \$13,000 annual subscription
 - \$500 additional savings with credit card purchase
 - \$8,000 6-month subscription

What Makes Our Reports Better

Value

- ▶ EMG's four Monitor reports have data not available from any other research company
 - Seven year rolling market size forecasts
 - Product sales broken down by:
 - Customer employees (nine segments)
 - Vertical markets (20 segments)
 - World regions (seven regions)
 - Average customer satisfaction (10 Customer Satisfaction Measurements)
- ▶ Vendor's sales and market share (almost 200 companies) further analyzed and segmented by:
 - Customer employees (nine segments)
 - Vertical markets (20 segments)
 - World regions (seven regions)
 - Customer satisfaction (10 Customer Satisfaction Measurements)
 - Top-10-Leaders in CSAT

Why We Are Better

Difference

Three things set the Eastern Management Group apart from others:

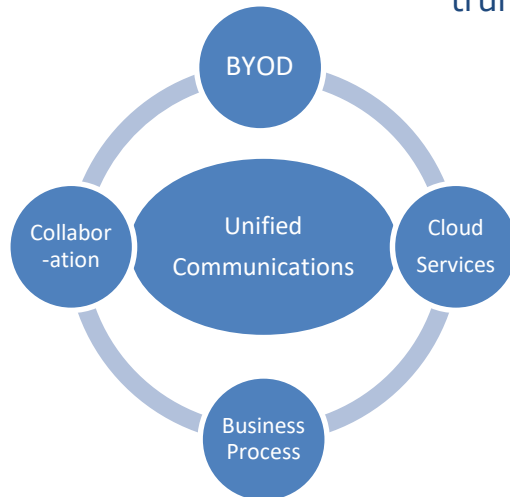
- ▶ First Difference - We're a specialist firm, not a generalist. Our business focuses on cloud communications - networks, platforms, applications, and go-to-market. The evidence shows in our four new reports for this year.
- ▶ Second Difference - Customized client studies account for the majority of the Eastern Management Group's business.
- ▶ Third Difference - Since the Eastern Management Group is a smaller company, 100% of our clients deal with our CEO on a day to day basis. We're eager to collaborate with our clients.

Reports - 2020

Report Series



- ▶ SIP has made possible an array of services that once seemed unthinkable: internet conferencing, IP telephony, instant messaging, presence, voice and video communication, data collaboration, online gaming, application sharing, and much more
- ▶ SIP is the primary driver in the acceleration of the IP telephony evolution
- ▶ Eastern Management Group SIP reports include market data for SIP trunking, SIP phones, and SBCs



Operating System	Percent of Softphones
Android	56%
Apple iOS	32%
BlackBerry	1% ¹
MeeGo	1% ¹
Symbian	1% ¹

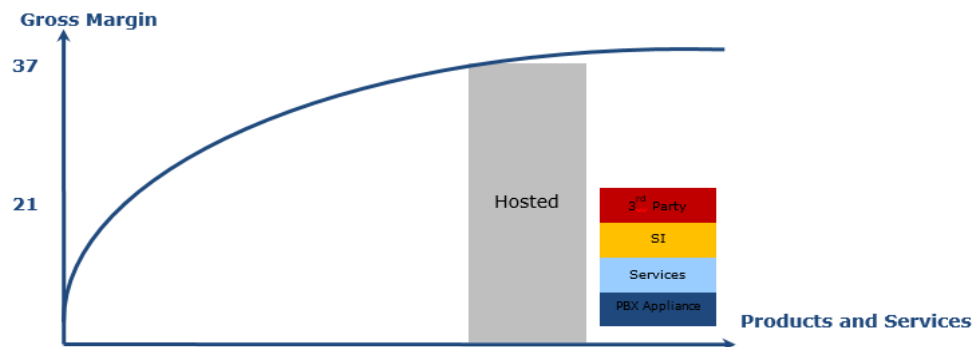
Source: Eastern Management Group SIP Research (n = 1,527 IT Managers)

Reports - 2020

Report Series

Hosted PBX

- ▶ Hosted PBX sales are 18% of the total PBX market, and much larger with the addition of server virtualization; up from 3.6% in early in the decade, based on Eastern Management Group research
- ▶ The average hosted sale, primarily UCaaS, is fewer than 20 seats, but for established vendors, the average deal is getting larger. Services are also being added at the rate of 2 licenses for each 8 seats, with good monthly recurring revenue (MRR)
- ▶ Hosted PBX exists on every continent, and it is quickly displacing premises PBXs



Source: The Eastern Management Group, Inc.

Reports - 2020

Report Series

CPaaS

- ▶ Many CPaaS companies are well positioned to meet the global needs of communications vendors and service providers that want to deliver a flexible hosted PBX solution quickly
- ▶ CPaaS companies often have a broad footprint – some selling into 80 or more countries

Eastern Management Group CPaaS Financial Model

Monthly Price P/Seat	\$25.00
License Infrastructure	\$14.00
Gross Margin	\$11.00
Data Center Implementation	\$1.50
Client Support – Moves Adds and Changes	\$1.00
Client Support – Billing	\$3.50
Client Support – Other (e.g., Tier support)	\$0.50
Miscellaneous – All (e.g., training, rebates)	\$2.00
Operating Margin	\$2.50

Source: The Eastern Management Group

Reports - 2020

Report Series

Contact Center as a Service

CCaaS

- ▶ Eastern Management Group research shows that just 22% of businesses with a contact center have a premises solution
- ▶ Contact center applications on PBXs, cloud, hybrid and server virtualization have picked up the slack
- ▶ By 2023 more than 40% of companies will have a contact center either in the cloud or on equipment according to a 2019 Eastern Management Group survey

Region	Contact Center Market
United States (US)	37.11%
Canada	2.47%
Western Europe	13.23%
Eastern Europe	8.18%
Middle East, Africa (MEA)	8.85%
Latin America (LATAM)	16.75%
Asia Pacific (APAC)	13.42%

Source: The Eastern Management Group

Reports - 2020

Report Series

Customer Satisfaction

- ▶ Eastern Management Group performs annual satisfaction evaluations of many communications technologies and providers
- ▶ Thousands of customers rate their provider on a multitude of Customer Satisfaction Measurements
- ▶ Eastern Management Group does side-by-side examinations of all major vendors' satisfaction scores

Customer Satisfaction Measurements 4 Point Scale		
	ADTRAN	Industry Average
Technology and Product	3.55	3.40
Purchase Experience	3.50	3.34
Reliability	3.55	3.41
Installation	3.42	3.32
Support	3.43	3.27
Management Tools	3.31	3.24
Contact Center Experience	3.48	3.26
Value	3.34	3.28
Overall Satisfaction	3.42	3.34

Source: The Eastern Management Group

Subscribe

Subscribing to **Monitor Service for Unified Communications** is easy. Choose one of the following methods to place an order or ask a question. An analyst will help you.

On the WEB – Tell us you are interested in “Monitor Service for Unified Communications”. <https://easternmanagement.com/Contact---Eastern-Management-Group.aspx>

Email – Email our CEO John Malone at jmalone@easternmanagement.com

Phone – Call us direct. The number is +1 212 738 9402 Ext. 2201

You can learn more about The Eastern Management Group on our web site.

www.easternmanagement.com

Appendix A **About The Eastern Management Group**

The Eastern Management Group is an American technology company. We are one of the top communications research and consulting businesses in the world. Since our founding in 1979, we have maintained a concentration on global markets and vertical industries. And because we know products, services, applications, markets, suppliers and customers, we can conduct research and consulting assignments that meet our clients' needs.

The Eastern Management Group researches and advises clients on market behavior, and benchmark practices. Our expertise, industry contacts, database, and analytical skills help thousands of clients manage effectively in an ever-changing technology world.

With a database of market information built and managed over decades, the information we collect, retain, and have available to our analysts and clients is unequalled.

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