



An InfoTech Market Intelligence Program Focused on Business Communications Systems



Is Your Company Armed With the Market Intelligence You Need to Stay on Top?

In today's fast-moving marketplace, keeping up with new and emerging communications products and applications is no easy task.

InfoTrack for Enterprise CommunicationsSM is the authoritative source for market intelligence on enterprise communications systems. This regularly-updated subscription program focuses on the U.S. and Canadian markets for traditional and converged technologies -- including switching systems (PBX, IP-PBX, Key/Hybrid, Centrex), as well as voice messaging and call center applications.

Whether you are a manufacturer, distributor, or reseller, **InfoTrack** delivers the vital market intelligence you need for success.

InfoTrack incorporates diverse market intelligence inputs, including:

- Comprehensive quarterly surveys of major manufacturers and vendors.
- Proprietary market research studies and forecasting models.
- Business demographic and economic databases.
- Continuous research and analysis of emerging technology impacts.

InfoTrack for Enterprise Communications Provides Up-to-Date Market Analysis of the Dynamics, Trends, and Projections for Traditional and Converged Systems

Key Program Deliverables

Market Analysis Reports (Quarterly)

Includes detailed tracking, forecasts and analysis of station and system shipments, installed base, market shares, revenues, pricing and industry trends. Robust data segmentation by manufacturer, system size, distribution channel, geographic region, vertical market segment, and year of installation.

Executive Summaries (Quarterly)

Analyzes key developments found in the quarterly report, including current trends, factors driving communications system markets, and performance highlights for specific manufacturers.

Call-In Support (On-going)

Our analysts are on call to help interpret report findings to support your strategic planning, competitive analysis, and marketing and sales initiatives – all at no additional charge.

Web Database Access (On-going)

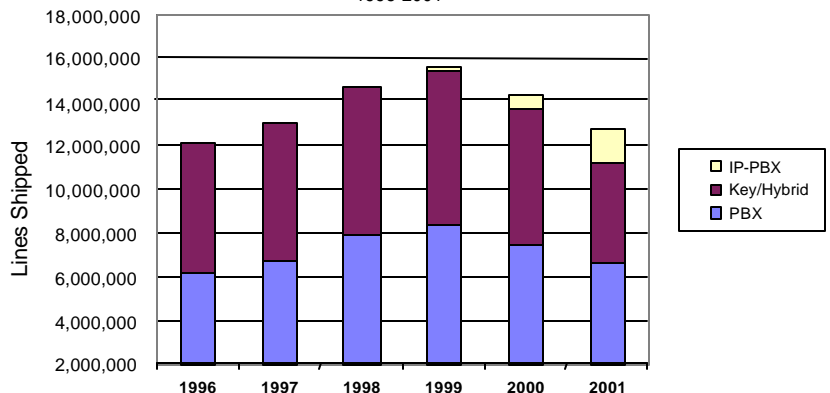
Provides electronic access to all exhibits in the quarterly report and executive summary, as well as historical data from previous years.

Executive Briefings (Annual)

At a location of your choosing, our expert analysts will deliver an annual market review to your management team, focusing on market developments, forecasts, and competitor actions.

InfoTrack for Enterprise Communications examines the market dynamics for all of the key players

Enterprise Communications Market 1996-2001



Leveraging This Research

As a Product Manager

- Determine how your products are positioned against those of your competitors.
- Understand emerging technologies and their potential impact on the marketplace.
- Target product development plans to the most promising growth opportunities.
- Develop realistic business plans and forecasts.

As an Executive-Level Decision Maker

- Understand your market performance against industry benchmarks.
- Understand key industry trends involving product, distribution, and pricing issues.
- Develop targeted business plans and marketing programs.

As a Business Analyst

- Stay current on industry trends by monitoring and evaluating changes in market share.
- Identify market opportunities for new product launches and feature enhancements.

As a Distributor

- Determine how well the product lines that you carry are performing in the market as a whole.
- Set realistic sales quotas and business forecasts.
- Keep up to date on the distribution strategies of major enterprise communications equipment manufacturers.

As an End User

- Evaluate the long term viability of your current vendor by tracking their market position and product direction.
- Understand the pace at which other end users are moving into convergence, and the types of solutions that they are selecting.

Additional services and related research programs offered by *InfoTech* include:

- InfoTrack for Converged CommunicationsSM
- InfoTrack for Global Enterprise CommunicationsSM
- InfoTrack for Enterprise ServicesSM
- InfoTrack for Enterprise MobilitySM

For information on additional *InfoTech* products and services visit www.pbimedia-infotech.com.

A GLOBAL LEADER in TELECOMMUNICATIONS INTELLIGENCE and STRATEGIC CONSULTING

InfoTech, the professional services subsidiary of PBI Media, LLC, is among the largest market intelligence providers focused on the global telecommunications and data networking industries.

Clients include leading voice, data and converged network service and equipment providers, as well as end-users around the world.

InfoTech offers a comprehensive portfolio of client support services, including competitive benchmark analysis, technology demand forecasts, business decision-maker focus groups, sales support tools and collaterals, as well as custom consulting and market research.

InfoTech

90 East Halsey Road
Parsippany, NJ 07054
973-602-0124 (Voice)
973-884-8804 (Fax)

www.pbimedia-infotech.com
infotech@pbimedia.com

InfoTech A Division of
Building Client Value...

**Access
Intelligence**