

Wireless Panel Research
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Demand for Wireless e-mail and Instant Messaging is On the Rise

Many In-Stat surveys have shown that e-mail is the most widely used application in the corporate environment. E-mail is a great method of communicating in a wireline environment, but users also wish to stay connected when they are out of the office. For this reason, wireless e-mail, which includes access over a wireless LAN, wireless hotspots, and the wireless WAN (e.g., cellular network) is becoming very popular. In-Stat/MDR recently surveyed nearly 1,000 members of its Technology Adoption Panel to understand current and planned usage of wireless e-mail.

Two-thirds of respondents said that they use e-mail to communicate with co-workers. This is the mostly widely used method of communication, relied upon more than wireline or wireless phones and even in-person communication, underscoring its importance in the corporate environment.

One-third of respondents say they use wireless e-mail today and another 18% are considering using it in the next 6 months. The majority (80%) of wireless e-mail users access it from their laptop. Wireless phones are used second most often (39%). Although it seems like Blackberry usage is sky-rocketing, there are still only a few million users today. Only 6% of respondents said they use RIM Blackberry devices.

Respondents use their e-mail, calendar and contacts on their wireless e-mail devices most often. Respondents say they each, send and receive, fewer than 25 wireless e-mail messages per day on their devices. The majority (58%) of wireless e-mail users are extremely or very satisfied with their service coverage and with the speed of sending and receiving e-mail (54%). A comparatively less amount is satisfied with customer service (39%) and with their service cost (34%). These findings show some areas for improvement.

About 40% of respondents say that their companies allow them to use a wireline instant messaging solution to communicate with co-workers. Within the companies that allow this communication, 60% of respondents say they actively use it. Microsoft Instant Messenger is used more than any other corporate instant messaging solution. Given a list of instant messaging applications, respondents found the most interesting ones to be file sharing between employees (e.g., pictures, images, graphs, video clips and e-mail), collaboration with colleagues through instant messaging, as well as alerts that notify business travelers as to changes in their travel schedules.

About one-third of respondents use instant messaging for personal reasons. The most popular e-mail solutions used for personal reasons are AOL Instant Messenger and Microsoft Instant Messenger. Personal instant messaging is accessed mostly on desktops and laptop computers.

Instant messaging can also be wirelessly enabled through SMS and MMS, and these applications show some areas that might help spur usage of these services.

Based on its usefulness and importance, In-Stat/MDR expects to see usage of wireless e-mail and instant messaging services to continue to increase over the next few years.

About the Panel

In-Stat/MDR's Technology Adoption Panel (TAP) is a dynamic online group of thousands of technology users and decision-makers interested in contributing opinions and insights about technology usage and issues in the workplace. The panel is recruited from many different sources and is comprised of a diverse group, representing a wide range of company sizes, industries, and expertise.

Data for this report was collected via a brief Internet survey. Participants — members of In-Stat/MDR's Technology Adoption Panel — were e-mailed an invitation to participate in a Web-based survey conducted in October 2004. Responses from 953 people who were employed on a part-time or full-time basis are included in this research. If you are interested in joining the Technology Adoption Panel and/or learning more about it, please go to <http://www.instat.com/panels>.

What are the most common ways that you communicate with your co-workers in real-time? (Please select no more than two)

