

Business VoIP: An End-User's Perspective, 2004

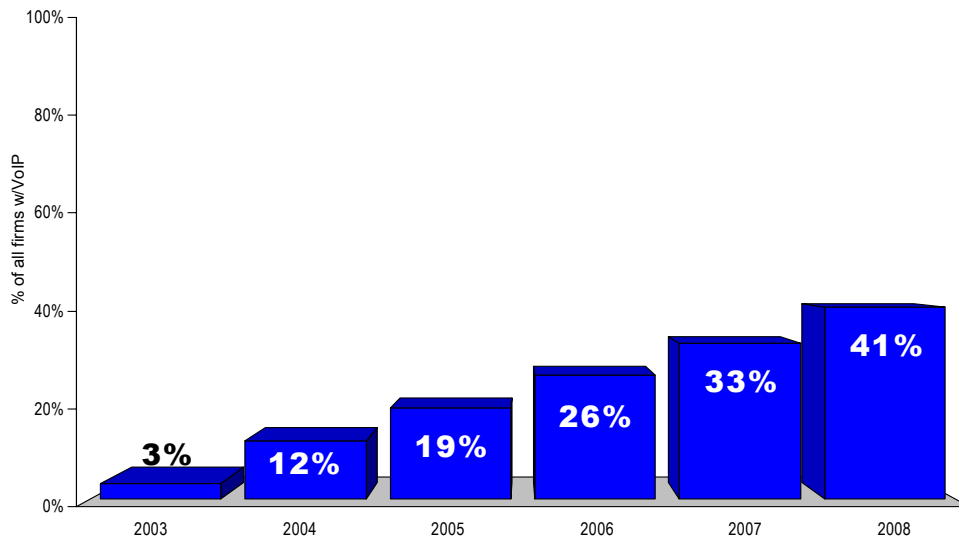
Executive Summary

VoIP for business users has quickly grown from a well-discussed technology, to a well-deployed technology. In-Stat/MDR forecasts the percent of US businesses using VoIP, as part of the corporate communications, has grown from 3% in 2003 to 12% in 2004. Substantially higher rates of penetration are found within the larger business segments. In-Stat/MDR forecasts that middle market VoIP penetration will be at 34% by year's end, and the enterprise at 43%

Businesses currently still show a preference for VoIP deployment to have some LAN-based element, such as an IP PBX, as opposed to a totally outsourced solution, such as an IP Centrex. However this preference seems to be diminishing for business that are planning to deploy VoIP. This is especially true in the SOHO and small business market segments. When it comes to the criteria that businesses will use to select a provider, sound quality, price, and a Service Level Agreement (SLA) were the three most common responses.

Figure 1 shows the percent of US businesses using VoIP for 2003 through 2008.

Figure 1. Percent of US Businesses Using VoIP, 2003 - 2008



Source: In-Stat/MDR, 10/04