

## In-Stat Business SIP Survey Executive Summary

A survey was conducted in November 2005 regarding next-generation carrier network business services. These new network services will be made possible by IP technology and more specifically the Session Initiation Protocol (SIP) used to establish IP sessions and convey user information. While over 1500 members of the TAP responded to the survey, only the 1056 who use a mobile device and either work from more than one office location or travel for business answered the majority of questions in the survey.

The survey results are as follows:

- Over 70% of respondents currently use a standard cell phone, laptop computer and traditional desk telephone set for daily business.
- Only 24% of respondents currently use a PDA, with approximately 10% using a smart cell phone, blackberry or Wi-Fi phone.
- An overwhelming 84% of respondents need access to company communication services when traveling. 92% of corporate staff managers need access, while 76% of executives require remote access.
- Over 87% of cell phones are used for both business and personal uses.
- 66% of respondents receive some form of subsidization of their cell phone bills by their company. As expected, 75% of executives receive subsidization, while 54% of staff management receive subsidization or reimbursement.
- Only 29% of respondents currently use instant messaging for business purposes.
- Only 38% of respondents believe the use of IM would improve productivity.
- When used, respondents believe IM would replace voice calls 34% of the time, 32% of the time IM would replace email, and 34% of the time IM would replace neither.
- 70% of respondents would prefer to carry a single mobile device for voice, data and video.
- Approximately 50% of respondents believe that having “presence” information available for those you are communicating with will be extremely or very useful. Executives feel more strongly about this than staff managers.
- 81% of respondents believe “presence” can improve productivity.
- If presence information indicated the terminating party is not currently available, 36% of respondents indicated they would call anyway. 27% of respondents would select another mode of communication. Only 22% of respondents would invoke a communication service feature and 15% responded they would delay the call.
- 79% of respondents indicated that they would allow their presence information to be seen by their spouse. 61% would permit their children to see their presence info. 59% would allow their direct boss to see their presence info. 10% of respondents would not allow their presence to be available at all.
- 48% indicated presence was extremely or very important when traveling
- Over 50% prefer to manage their presence using a combination of manual and automatic mechanisms.

- 57% believe extending PBX features to a remote device when traveling would be beneficial.
- 64% of respondents prefer automatic forwarding of office calls to remote devices when traveling.
- The idea of having access to voice, data and video communication anywhere, using any device was deemed extremely or very important to 45% of respondents.
- Over 73% of respondents prefer having one published telephone number for all their devices.

This survey confirms the need for expanding corporate communication services to the wide area network. Next generation services will need to be simple to use, with the right combination of user control and automation. Next generation services will also need to be transparent across wireless and wireline networks, accommodating a wide variety of devices operating with common user interfaces.

Combined business and personal use of handsets may require dual sets of policies for controlling communications. The deployment of user agents (clients) on mobile handsets and PCs will force IT departments to manage handset software versions and security. The interaction and potential integration of enterprise and carrier network communication services may drive corporate communication infrastructure to adopt carrier network operations standards, such as SIP and IMS.