

# *Unified Messaging*

*Market Strategies and Forecasts, 2000-2005*

(PICTURE)

## **CHECK OUT THESE KEY TOPICS**

- UNIFIED MESSAGING MARKET DEFINITION-*
- UNIFIED MESSAGING MARKET FORECASTS-*
- UNIFIED MESSAGING PRODUCTS-*
- UNIFIED MESSAGING TECHNOLOGY-*
- UNIFIED MESSAGING AND APPLICATIONS ON TAP COMPANY  
PROFILES-*

### REPORT METHODOLOGY

THIS IS THE FORTY-THIRD REPORT IN A SERIES OF MARKET FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, AND COMPUTER AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. IN DEPTH INTERVIEWS ARE CONDUCTED WITH A BROAD RANGE OF KEY PARTICIPANTS AND OPINION LEADERS IN THE MARKET.

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**UNIFIED MESSAGING MARKET DEFINITION**

- |   |   |                                     |
|---|---|-------------------------------------|
| -Definition   | -Premium Services                         | -The Emergence of Network Computing |
| -Media Conversion                                   | -Enterprise Unified Messaging             | -Calendaring                        |
| -Combined Voice Messaging, Email, and Fax Messaging | -Consolidated Wireless Messaging Services | -Rentable Applications              |
| -Inefficiencies and Limitations                     | -Technology Innovations                   | -Convergence of Voice and Data      |
| -Expanding Functionality                            | -Multimedia Contact Center                | -Network Connectivity/Open Systems  |
| -Provider Portfolio of Unified Messaging Services   | -Desktop PC Unified Messaging             | -Convergence                        |
| -Web-Based Applications                             | -Interface Function                       | -Virtual Office                     |
|   | -Server-Centric Architecture              |                                     |

**UNIFIED MESSAGING MARKET FORECASTS**

- |                                    |  |                             |
|------------------------------------|--|-----------------------------|
| -Internet Market Opportunity       | -Unified Messaging Market Segments       | -Internet E-Mail Markets    |
| -Internet Users                    | -Unified Messaging Market Segments       | -Applications on Servers    |
| -Internet Hosts                    | -Unified Messaging Services              | -Fax Messaging              |
| -Market Driving Forces             | -Unified Messaging and Knowledge Workers | -Intelligent FAX Products   |
| -Summary Markets                   | -Voice Messaging                         | -Voice Information Services |
| -Unified Messaging Market Trends   | -Web Hosting                             | -Interactive Voice Response |
| -Framework for Converged Solutions |  |                             |

**UNIFIED MESSAGING PRODUCTS**

- |                                    |   |  |
|------------------------------------|---|--|
| -Framework for Converged Solutions | -Using Unified Messenger                | -Consolidated Wireless and Wireline Messaging Services |
| -On Hold Messaging                 | -Voice Messages                         | -Active Voice  |
| -Voice Messaging                   | -E-Mail Messages                        | -Siemens   |
| -Unified Messaging                 | -Fax Messages                           | -Alcatel Unified Messaging                             |
| -AVT                               | -Octel Unified Message Servers          | -Microsoft Outlook                                     |
| -Application Hosting               | -Octel Integration with Exchange Server | -Lotus Message Migration                               |
| -Octel                             | -Client Universal Messaging             | -Oracle Internet Messaging                             |
| -Microsoft Exchange Server         | -Lotus Messaging Switch                 | -Symantec  |
| -Connections                       | -IBM MQSeries                           | -Alcatel Platform                                      |
| -Third-Party Fax Servers           | -Service Provider Unified Messaging     |  |
| -Interoperability                  | -Announcement Services                  |  |
| -Clients                           |   |  |

**UNIFIED MESSAGING TECHNOLOGY**

- |  |                               |   |
|--|-------------------------------|---|
| -Media Conversion                                | -Security Mechanisms          | -Server Positioning                     |
| -Enterprise Forwarding and Reply Voice Messaging | -Fast Caches                  | -Server Resources                       |
| -Broadcasting of Messages                        | -EDO RAM                      | -Integration Versus Embedded Components |
| -Unified Messaging Interface Logic               | -Pipelining                   | -Managing Changes to Directory          |
| -Messaging and Calendar Coexistence              | -High Speed Bus Fiber Channel | -HTML                                   |
| -Addressing Support                              | -Service Provider Interface   | -TAPI                                   |
| -Certification Testing                           | -Core Media Services          | -Streaming                              |
| -Interactive Voice Response                      | -Administration Agent         | -Architecture                           |
|  | -Standards                    |   |
|  | -Server Architecture          |   |

**UNIFIED MESSAGING AND APPLICATIONS ON TAP COMPANY PROFILES**

- |                           |                            |   |
|---------------------------|----------------------------|---|
| -Active Voice Corp        | -IBM                       | -Nortel                                 |
| -Alcatel                  | -Intel/Dialogic            | -Omtool                                 |
| -AVT Corporation          | -Interliant                | -Oracle                                 |
| -Brooktrout Technology    | -InterVoice                | -Siemens Business Communication Systems |
| -Callware Technologies    | -Lucent                    | -STC                                    |
| -Centigram Communications | -Call Technologies         | -Unisource                              |
| -Comverse                 | -Natural Microsystems Corp |   |

***MANY OF THESE KEY TOPICS HAVE PHENOMENAL SUBCATEGORIES***

**KEY TABLES AND FIGURES**

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- Unified/Voice Messaging, E-mail Market Shares, 1999
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- Interliant Customer Advantages/Core Services/Positioning
- Natural Microsystems Partners And Customers
- Nortel Unified Messaging Product Strategy
- Internet Network Services

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**ABOUT THE COMPANY**

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, and advanced computer technology. Industry reports focus on opportunities that will expand existing markets or develop major new markets. The reports assess new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

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