Small Business Telecommunications Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Small business telecom spending will grow nearly 70% over the next five years as demand accelerates for high-speed Internet access, bundled voice and data packages, and Web hosting and ecommerce services. IDC's *Small Business Telecommunications Services* research analyzes the telecommunications usage and spending patterns of small business customers as well as services that drive loyalty and reduce churn. This service also evaluates the marketing and distribution strategies that service providers employ to reach small business customers.

Markets Covered

This service covers the following segments of the small business telecommunications market:

- Small business local and long distance services
- Bundled voice and data services
- High-speed Internet access services
- Enhanced services

Subjects Analyzed

Throughout the year, this service will address the following topics:

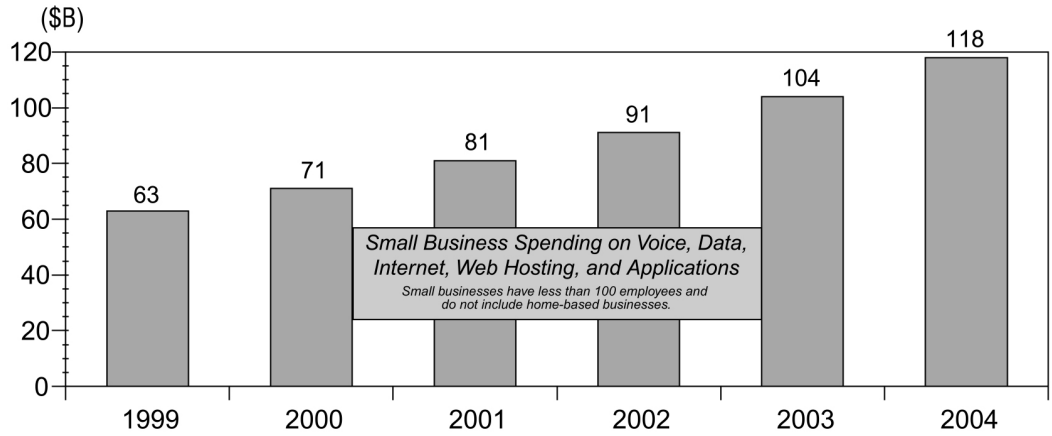
- Local and long distance market shares
- Vertical and metro market analysis
- Availability and usage of enhanced services
- Value-added and CLASS services
- Direct and alternate channel strategies
- Service providers' pricing and bundling strategies
- Telecom usage/spending by market segment
- Role of enhanced services in revenue generation and customer retention
- Integrated access

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. How much does this sector spend on high-speed access services, and which broadband services are most appealing to small businesses?
2. What service guarantees are offered for bundled voice and data services?
3. What role do self-provisioning portals play in service provider strategies?
4. How does T1 compare with symmetrical digital subscriber line (SDSL) for delivering integrated services?
5. What are the operational metrics and improvement programs for churn reduction?
6. How are small business channel and information source preferences changing?

Small Business Telecommunications Demand



Source: IDC

Companies Analyzed

IDC's *Small Business Telecommunications Services* research examines how service providers are positioning themselves to compete in the small business telecom market. This service reviews the strategies, market positioning, and future direction of several providers in this market, including:

Allegiance, AT&T, BellSouth, Birch, BTI, Cbeyond, Century, Citizens, Covad, Fairpoint, Focal, MCI, Mpower, New Edge, Paetec, Qwest, SBC, Sprint, U S WEST, Verizon, Vonage, XO, and Z-Tel.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

U.S. Small Business Landline Telecom Forecast and Analysis
This study provides telecom spending for the small business sector, including breakouts for local and long distance services.

Small Business Vertical Market Update
This document compares the use of different telecom services across key industry segments.

Small Business Communications Overview
This study analyzes small business acquisition and use of telecom services by company size, with additional information on geographic differences. It also provides information about sources, channel use, and carrier preferences.

U.S. Small Business Messaging Forecast and Analysis
This study analyzes the trends affecting the adoption of enhanced calling services, such as voice messaging and unified communications, by small businesses. It also presents the strategies of key service providers in this sector.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

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IDC Global Headquarters, 5 Speen Street, Framingham, MA 01701, P.508.872.8200 F.508.935.4015

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