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New InfoTrack Study Projects Microsoft Lync's Enterprise Voice on Verge of Explosive Growth

Cedar Knolls, NJ – March 1, 2012 – According to a recent InfoTrack study of more than 350 business decision-makers, 87% of US Enterprises, defined as firms with 500 or more employees, and 80% of US SMBs (firms with fewer than 500 employees) found the quality of Microsoft Lync Enterprise Voice to be as good as or better than traditional PBX systems. These perceptions were based on conducting trials of Lync Enterprise Voice.

InfoTrack, a division of T3i Group, recently published *InfoTrack for Unified Communications: Analysis of Microsoft Lync's Impact on the Business Voice Market*. The study analyzed the status of companies' plans to trial and implement Microsoft Lync Enterprise Voice, as well as their perceptions of Lync both pre- and post-trial. It also analyzed the correlation between existing investments in Microsoft UC applications and plans to implement Lync Enterprise Voice.

"Most companies enter a new market and have to prove that they are as good as the market leaders, but even before the trials, most Enterprises expected Microsoft Lync to perform at least as well. During the trials, Microsoft in fact exceeded their expectations," said Susan Hobart, program director for IUC (InfoTrack for Unified Communications) and co-leader of this study.

The InfoTrack study used survey results to project penetration of Microsoft Lync Enterprise Voice among US Enterprises, US SMBs and non-US firms. The research found that over 50% of US Enterprises have conducted or plan to conduct trials, and a significant percent plan to implement Microsoft Lync for their voice application.

"One of the most important findings from this study is the high percentage of Enterprises that expect to implement Lync Enterprise Voice companywide. These findings represent the greatest potential market impact that we have seen since 2006 when InfoTrack first analyzed the expected use of unified communications to deliver quantifiable business value," said Terry White, study co-leader and founder of the InfoTrack for Unified Communications program.

The research also explored reasons for and against implementing Microsoft Lync Enterprise Voice, deployment strategies that ranged from equipping selected individuals to company-wide implementation, plans to replace existing PBX systems, the potential use of softphones and new Lync endpoints, the impact of Lync on voice messaging decisions and the impact of Microsoft's grandfathering approach.

The specific details of this research are contained in this 91-page report.

About the InfoTrack for Unified Communications (IUC) Program

The InfoTrack for Unified Communications (IUC) program conducts several comprehensive, primary research studies each year that separately analyze and forecast enterprise and small/medium business (SMB) demand for IP Telephony and Unified Communications applications. The program also evaluates the impact of major market disruptions, such as the entry of Microsoft and IBM into the Unified Communications market. For more information about the IUC program or this report, please visit: <http://t3igroup.com/products/infotrack/> or contact Richard Dorfman at rdorfman@t3igroup.com (973-602-0123)

About InfoTrack

Founded in 1990, InfoTrack provides in-depth, primary research on enterprise communications, along with custom research and survey work for leading industry participants, including manufacturers, service providers, systems integrators and consultants. It also provides reports and research services to enterprise clients spanning a wide variety of industries. InfoTrack is a

division of T3i Group, a diversified telecom information provider. To learn more about InfoTrack and T3i Group, visit www.t3igroup.com.

Press Contact:

Edyta Krzton
Media Relations
T3i Group LLC
973-602-0125
ekrzton@t3igroup.com