

Study identified and prioritized key IMS-enabled services based by key enterprise decision makers and influencers.

Research Objectives and Overview



- Quantitative study that took place in Belgium in December 2008 with IT decision makers/influencers with regard to telecomm products and services.
- Analyze enterprise customers' need and preferences for specific applications and features enabled by IMS.
- Find the most appealing and adoptable service packages.
- Develop strategies that will enable service providers to generate incremental revenue.

Key Findings



- Interest in converged applications is strong and perceived as a replacement of existing applications.
- Awareness of convergence in the enterprise environment is quite high.
- Convergence and service mix play key roles in demand and willingness to pay.
- Go-to-Market scenarios predicated on multi-services strategy top mass market and target segments.

Considerations for Service Providers

This study indicates that market simulations in a competitive market require key packages tailored for both mass market and target segments.

For more details on the findings from this study, and insight on what the findings mean to Service Providers, please contact your Alcatel-Lucent account executive.