

# Osterman Research Enterprise IM Tracking Survey

Conducted March 23-29, 2005

Total respondents = 210

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#	Question	Response	Summary	%
1.	Which of the following best describes your company's/ organization's current or planned use of instant messaging (IM) for business applications?	We are currently using it	109	51.9%
		We're not using it, but will do so	18	8.6%
		We're not using it, but may do so	53	25.2%
		We have no plans to use it	30	14.3%
2.	On a scale of 1 to 5, to what extent do you feel that IM has improved (or would improve) your company's organization's ability to accomplish each of the following, where 1 is "not at all" and 5 is "it would definitely help"?	Providing support to customers	3.00	39.8%
		Communication w/remote employees	3.92	72.5%
		Reducing email traffic	3.52	57.8%
		Reducing telephone use/expenses	3.36	49.8%
3.	Which of the following best describes your IT organization's current attitude toward instant messaging?	Supports it	100	47.8%
		Neutral	57	27.3%
		Opposes it, but isn't doing anything to stop it	29	13.9%
		Opposes it and is actively trying to block IM traffic, etc.	14	6.7%
4.	How many total email users are there in your company/ organization?	Mean	11,956	
		Median	2,700	
5.	What percentage of these users use instant messaging on a regular basis, whether or not IM is officially sanctioned in your organization?	Mean	24.1%	
		Median	10.0%	
6.	What do you think this percentage will be in 12 months?	Mean	37.7%	
		Median	25.0%	
Companies in which IM is used now			189	90.4%
Companies in which IM is not used now			20	9.6%
Companies in which IM will be used			195	93.3%
Companies in which IM will not be used			14	6.7%
7.	On a scale of 1 to 5, to what extent is each of the following a concern with instant messaging in your organization, where 1 is "not at all" and 5 is "it's a major concern"?	Security of information sent over IM	3.76	65.1%
		Too much personal use	3.60	58.9%
		Additional IT time required to manage	3.24	43.0%
		IM reduces user productivity	2.86	29.7%
		Cost of implementing IM infrastructure	3.07	39.1%
		Cost of maintaining IM infrastructure	3.08	38.5%
		Lack of interoperability	2.99	36.4%
		Potential for viruses, etc. to enter through IM	3.68	59.3%
8.	Which of the following IM products are in use in your company/organization, even unofficially? (Please check all that apply).	AOL Instant Messenger	122	62.6%
		Microsoft MSN Messenger	109	55.9%
		Yahoo! Messenger	107	54.9%
		Lotus Instant Messaging and Web Conferencing (Sametime)	59	30.3%
		ICQ	46	23.6%
		Microsoft Windows Messenger	45	23.1%
		Microsoft Exchange IM	36	18.5%
		Microsoft Live Communication Server	26	13.3%
		Jabber	23	11.8%
		Yahoo! Messenger Enterprise Edition	16	8.2%
		AIM Enterprise Gateway	10	5.1%
		Reuters Messaging	7	3.6%
		WiredRed e/pop	4	2.1%
Novell GroupWise Messenger	4	2.1%		
Other	2	9.2%		
Number of IM systems per organization			3.1	
Consumer-grade IM			82.6%	
Enterprise-grade IM			64.1%	
9.	Is IM traffic being blocked in your company/organization by your IT department?	Yes	59	28.8%
		No	146	71.2%
10.	Has your company/organization settled on one or more products as an IM standard?	Yes	65	31.6%
		No	141	68.4%
11.	If you were making an enterprise IM purchasing decision today, how important a role would standards be in selecting the IM solution that you select?	Mean	3.69	
		1 - Not important at all	8	3.8%
		2 - Of little importance	11	5.3%
		3 - Somewhat important	62	29.7%
		4 - Very important	84	40.2%
12.	On a scale of 1 to 5, how important are each of the following in choosing an IM solution for your organization, where 1 is "not at all important" and 5 is "extremely important"?	Vendor's support for SIP/SIMPLE standards	3.45	48.3%
		Vendor's support for XMPP standard	3.21	38.0%
		Ability to integrate with collaboration tools already in place	3.92	72.9%
		Ability to integrate with backend applications already in place	3.68	61.8%
		Choosing IM from same vendor that supplied corp email system	3.32	48.8%