



Are you trying to decipher all of the various technologies, systems and services that claim to be collaboration tools?

T3iGroup's new **Collaboration Tactics** database gives vendors, sales channels and enterprises an unbiased comparison of what is available in the collaboration market, including conferencing services and videoconferencing/telepresence products. Like our highly regarded TelecomTactics database, this online tool enables users to create side-by-side comparisons of specific products and services by functionality and scope, with all vendor offerings compared in the same format.

The Collaboration Comparison database provides specific and detailed information on audio conferencing services, web conferencing services, videoconferencing services, desktop/personal videoconferencing systems, room/group videoconferencing systems, and video telepresence systems—covering **over 120 products from over 30 leading vendors**, including:

ACT Conferencing

Adobe

Aethra

AT&T

BT Conferencing

Cisco

Citrix

ConferenceCall.com

ConferencePlus

Digital Video Enterprises (DVE)

Emblaze-VCON

Genesys Conferencing

Glowpoint

HP

Huawei

IBM

iLinc

InterCall

Internet MegaMeeting

IVCi

LifeSize Communications

Microsoft

Persony

Polycom

Sony/Spire Global

Tandberg

Telanetix

Teliris

Verizon

Vidyo

VTEL

New database modules including audio conferencing systems, software/server-based enterprise-wide desktop video solutions will be added to your subscription in 2009. As a subscriber, you will have access to our analysts for call-in support, and input on our tool enhancement plans, such as new white papers and database modules.

If you are a vendor, the Collaboration Tactics database will enable you to:

- Understand the feature/functionality of competitors' services and systems, their strengths and weaknesses
- Identify functional overlaps and feature gaps among the technologies based on accurate, unbiased information
- Quickly create side-by-side comparisons without having to cut through product hype and web-based technical or marketing documents
- Create marketing and sales information that portrays your solutions most favorably and enables your sales channel to counter questions
- Access the information online, wherever and whenever you need it

The Collaboration Tactics database will help you anticipate your customers' questions, and know what's going on in your market sectors.



If you are planning to purchase collaboration systems or services, the Collaboration Tactics database enables you to:

- Understand what to consider when selecting a collaboration service or product, and determine your organization's needs
- Know which vendors offer the most robust products for your needs through detailed side-by-side comparisons, including strengths and weaknesses,
- Save time researching websites and marketing material with this easy-to-use, online database of unbiased third-party information
- Identify relevant and specific information for a business plan or RFP
- Gain a negotiation edge by pre-selecting the best vendors and products to meet your collaboration needs before contacting the vendors for presentations and sales visits.

Before investing potentially thousands or hundreds of thousands of dollars in a collaboration solution, it pays to get current, unbiased information from a third party source such as T3i Group.

To obtain more information or request an online demonstration, contact Bonnie Fairbrother (bfairbrother@t3igroup.com, 973/602-0181).

About T3i Group LLC

T3i Group LLC provides market research, data, analysis, and consulting and advisory services to the telecommunications industry. We have clients in 46 countries and conduct our business through four operating units: InfoTrack publishes reports that analyze shipment, revenue, market share and other pertinent data of importance to telecommunications equipment manufacturers and conducts enterprise surveys and provides consultative support to our clients; TelecomTactics (www.telecomtactics.com) maintains a database of the features and functionality of major telephony systems; Tarifica maintains a database of pricing-related information covering 400 telecommunications carriers operating in 130 countries; and TelecomWeb (www.t3igroup.com) is a content provider with an editorial staff that authors and posts telecommunications-industry news stories every business day. The site also serves as T3i Group's primary delivery mechanism for distributing its reports, analyses and data to subscribers.

T3i Group LLC is headquartered in Parsippany, NJ, with additional offices in New York City, London, England and Cherry Hill, NJ.