FROST & SULLIVAN

Frost & Sullivan Extends Australian Digital Media and Unified Communications Research Programs

SYDNEY, 23 February 2010 Consulting company, Frost & Sullivan, has announced that it will extend key research programs in Australia in order to enhance the service which the company provides in meeting private and public sector demand for local, leading-edge analysis.

During 2010, Frost & Sullivan will drive new digital media research by analysing the rapidly evolving business models of Australian-based organisations that face disruption from the latest technology as well as the business models of those who are reaping the benefits of rapid technological change.

Frost & Sullivan's existing digital media research includes wide ranging analysis on the online advertising market in Australia. The companys distinct content addresses the needs of all major online publishers in Australia.

In 2010, the Australian digital media program will extend its coverage to include new, ground-breaking content. This will incorporate analysis of leading international business models in the online advertising industry and research into the business models of the titans of the digital world, including companies such as Google. The program will also identify ways in which new revenues streams can be created by companies such as Facebook and Twitter.

In addition, the digital media research will analyse Australian media buyers' perceptions of search marketing, as well as opportunities in Search Engine Optimisation and Search Engine Marketing. The program will also be extended to provide rigorous and detailed analysis of eCommerce in Australia, a market that has been under-researched in recent years.

Frost & Sullivan will be exhibiting at ad:tech on 16 and 17 March.

Frost & Sullivan will also enhance its industry-leading Australian Unified Communications program. The program will be rebranded as Next Generation Enterprise Communications to reflect its focus on all current and emerging forms of enterprise communications. The extended and enhanced coverage will include greater focus on hosted and cloud communications, more detailed analysis of video and collaboration and increased emphasis on the role of enterprise social networking tools for communications.

Coverage will also extend to digital signage, an area of focus for many enterprise communications suppliers. Specific emphasis will be placed on the enablement of services through digital signage technology such as location-based advertising and permission based marketing.

Andrew Milroy, Industry Director, ICT Group, Frost & Sullivan, said, The extension of our Digital Media and Unified Communications programs has been designed to result in stronger, enriched and ultimately more valuable information for our clients in order to help them make better business decisions. Ultimately, the enhanced research agenda will provide clients with greater clarity of the rapidly changing technology environment which is cannibalising the dynamics of previous go-to-market business strategies while at the same time opening up new business streams, driving innovation and releasing opportunities for fresh revenue streams.

About Frost & Sullivan

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