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FOR IMMEDIATE RELEASE

IP Telephony Solutions Help Companies Across All Vertical Markets to Keep Costs Under Control, IDC Study Finds

MILAN, Italy, February 24, 2010 – International Data Corporation's (IDC) [European Vertical Markets](#) recently released a new report, which focuses on IP telephony familiarity, current adoption, and plans for adoption in the next 12 months in Western European vertical markets.

"The business case for widespread adoption of IP telephony solutions is more present now than ever given the economic uncertainty that Western Europe is experiencing, which has forced companies across all vertical markets to adopt strong cost-control measures, including the need to reduce voice communication costs. Companies across all vertical markets that already adopt IP telephony believe that cost reduction in voice communications is quite effectively achieved through the implementation of this solution. However, it appears that many organizations still believe that this cost reduction is not big enough to justify the initial cost of implementation of an IP telephony solution," said [Giacomo Laurini](#), senior research analyst, European Vertical Markets.

This study is based on the results of IDC's *European Vertical Markets Survey*, carried out in January–April 2009, among 1,898 companies with more than 20 employees in the top 5 Western European countries.

Survey results show that adoption of IP telephony has not reached mass level yet. Nonetheless, major findings from this study highlight the following:

- Overall, a large majority of organizations (73%) is familiar with IP telephony; however, the level of awareness is quite different among sectors. 80% of companies in the healthcare, transport, and manufacturing sectors are familiar with IP, while 60% in media, government, retail/wholesale, and utilities/oil and gas are aware of this solution.
- Currently, 50% of organizations that are familiar with IP telephony are not adopting this solution. All sectors, except healthcare and transport, have a current adoption level lower than 30%. For seven in ten sectors, current adoption ranges from 18 to 28%, indicating a strong homogeneity.
- IP PBX managed services on site is the most adopted solution (36.1%). This is followed by voice over broadband (VoBB) and hosted dedicated IP.

This report, [The Evolution of IP Telephony in Western European Vertical Markets: An IDC Survey](#) (Doc #M07R9 / Feb 2010), by [Giacomo Laurini](#) and [Giuliana Folco](#), is based on the results of IDC's European Vertical Markets Survey, carried out in January–April 2009, among 1,898 companies with more than 20 employees in the top 5 Western European countries. Survey results are presented for the following vertical markets: financial services (banking, insurance/other finance), discrete manufacturing, process manufacturing, healthcare services, telecom/media, transport, utilities/oil and gas, retail/wholesale, business services, and government.

This report is available for purchase at www.idc.com

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