

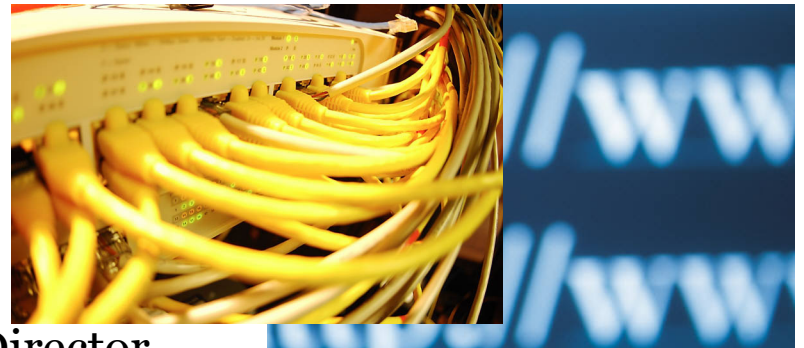
# Instant Messaging 2.0

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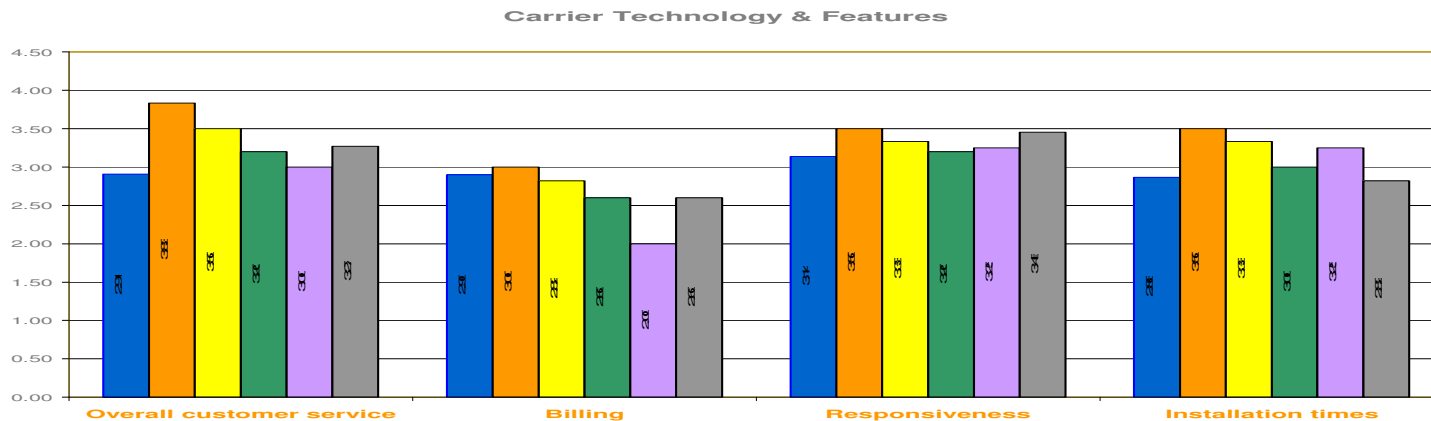
<http://www.nemertes.com/>



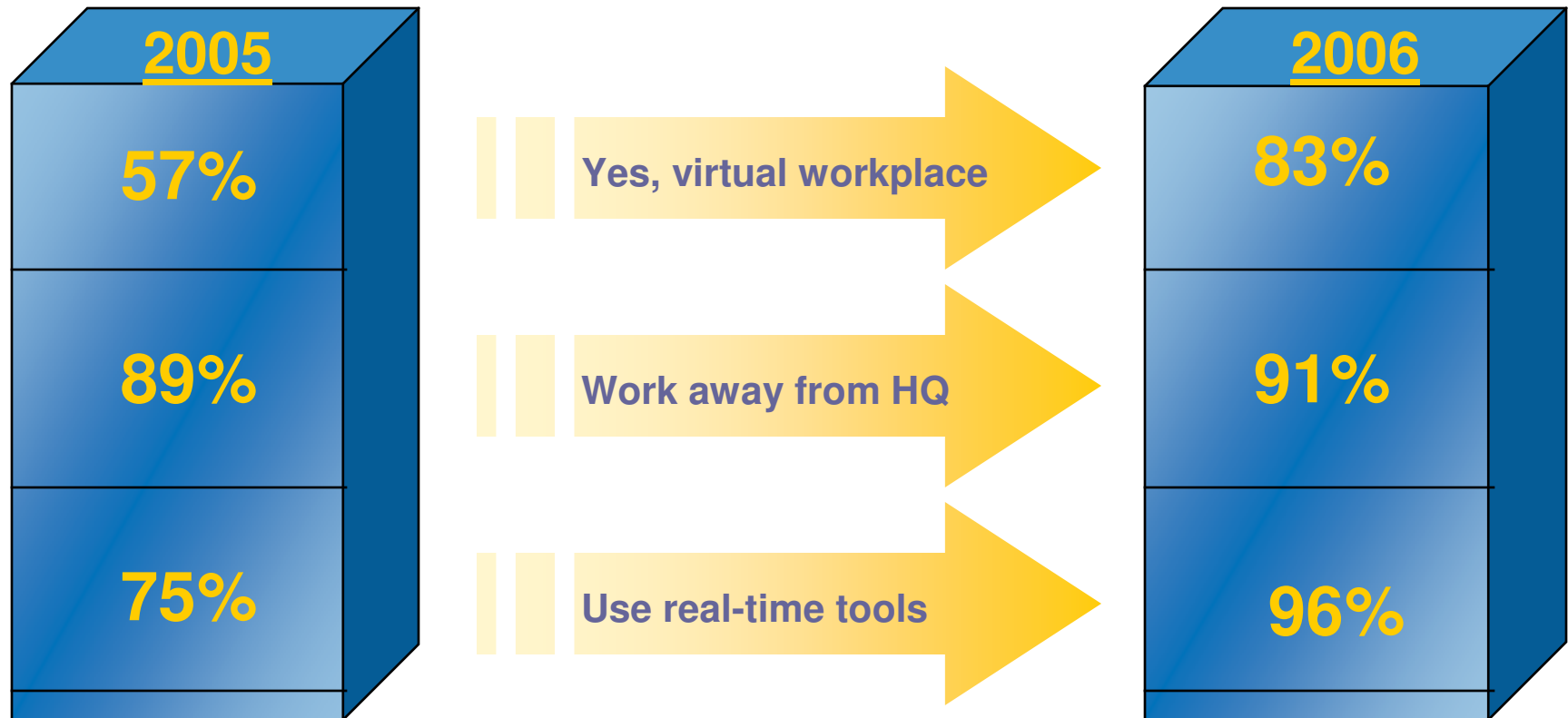
# Introductions

## ⊕ About Nemertes

- ⊕ Founded October 2002
- ⊕ Research data comes from network of 2,500 IT executives willing to discuss their issues and concerns at length
- ⊕ Principals all have 16-21 years industry experience, including operational
- ⊕ Focused on analyzing the business value of emerging technologies
- ⊕ Advise leading global enterprises, carriers, vendors, investment firms on emerging technologies.



# The Virtual Workplace is Here—and Growing!

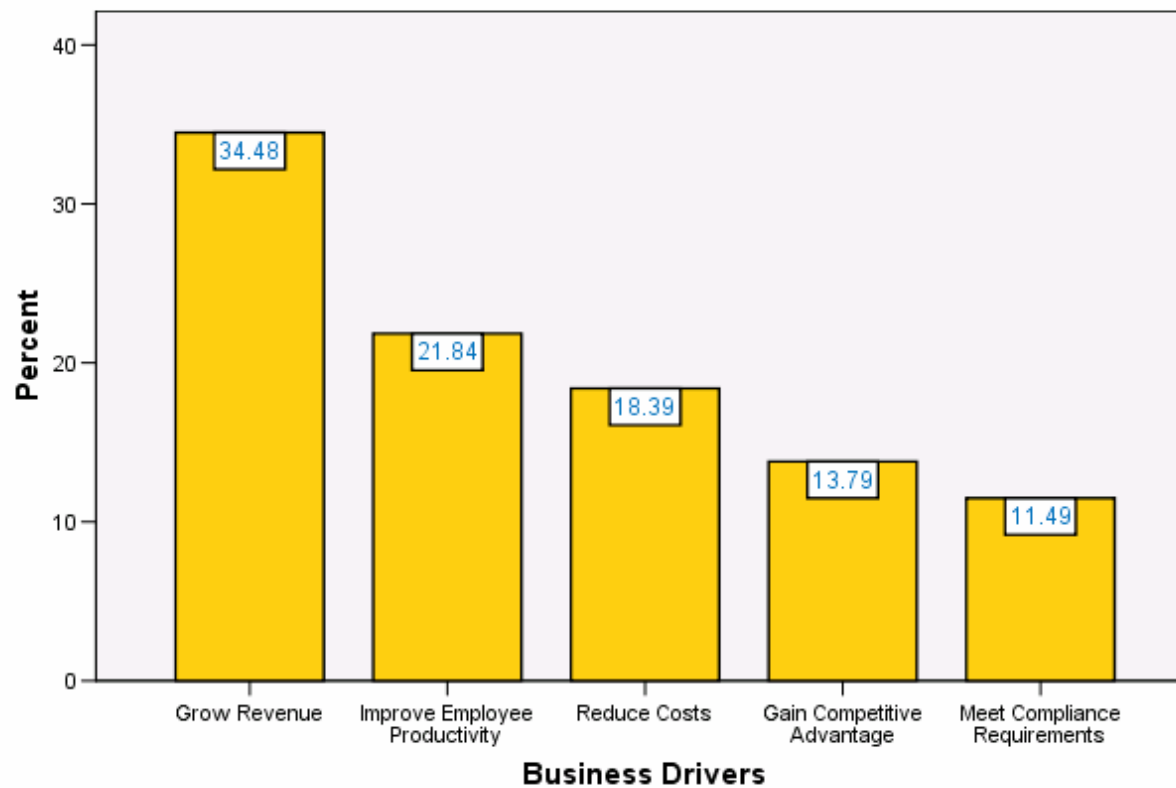


⊕ 40% - 70% of employees work away from their supervisors.

⊕ Number of virtual workers increased 800% between 2000-2005

# Why Do Enterprises Invest in IT?

Top Business Drivers



## Session Overview

- ⊕ Instant messaging is moving beyond simple text. New applications such as persistent chat rooms, compliance management, and mash-ups with enterprise and web-based applications offer the opportunity to deliver additional value to IM environments.
- ⊕ This session will explore these new applications and the opportunities to bring value to the enterprise.



# IM Trends

## ⊕ Today

- ⊕ 59% of enterprises have deployed an enterprise-class IM system
- ⊕ Many others allow or rely on consumer-focused services (AOL, Yahoo, MSN, GTalk etc.)

## ⊕ Trends

- ⊕ IM moving beyond simple messaging
  - ⊕ Persistent chat
  - ⊕ Mash-ups
  - ⊕ Unified Communications and the IM buddy list as the Real-Time Communications Dashboard



# Enterprise Challenges

- ⊕ Challenges (in no particular order):
  - ⊕ Public vs. Private vs. Hosted
  - ⊕ IM's role in UC
  - ⊕ Privacy controls
  - ⊕ Interruptions
  - ⊕ Compliance
  - ⊕ Business case for new services
  - ⊕ Federation beyond enterprise boundaries
  - ⊕ Embedding IM across applications
  - ⊕ Mobility
  - ⊕ Security



## Meet The Panelists

### ⊕ Moderator:

- ⊕ Irwin Lazar, Principal Research Analyst and Program Director, Collaboration and Convergence, Nemertes Research

### ⊕ Panelists:

- ⊕ Eran Barak, Global Head of Marketing and Strategy, Reuters Messaging
- ⊕ Nick Fera, CEO, Parlano
- ⊕ Adam Gartenberg, Senior Offering Manager, IBM Software Group, Lotus

