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Belgian businesses believe in IP telephony

LUON
customer case study

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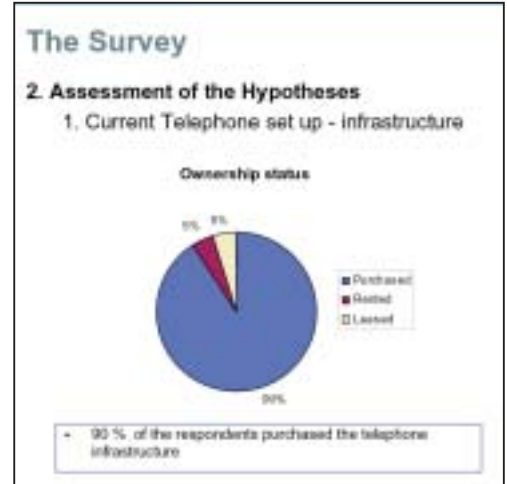
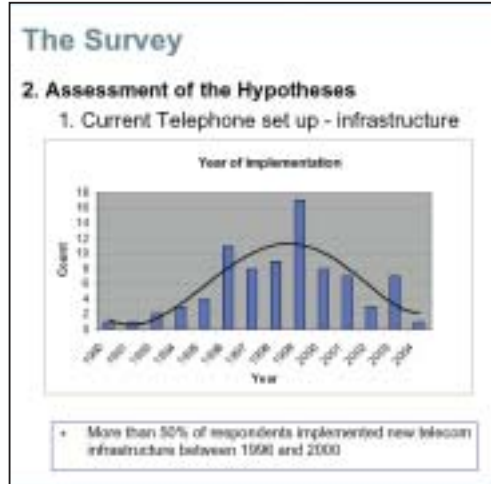
EADS TELECOM

Campaign

IP telephony

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Business telephony survey



A clear structure leads the visitor effortlessly through the site

EADS TELECOM study shows that Belgian businesses are preparing their data networks for voice traffic

Brussels, 18 March 2004 – Belgian mid-sized and large businesses are showing great interest in IP telephony. They believe that sending voice via data networks will become standard practice in the near future. These and other findings emerged from a survey of business telephony that telecom company EADS TELECOM BeNeLux recently commissioned from LUON MarketWatch in Belgium. Three-quarters of the respondents will use IP telephony in one form or another during the period 2005-2006. Nearly half the respondents report that their data network is already ready for voice traffic.

In February 2004, Belgian market research agency LUON MarketWatch conducted a survey on behalf of EADS TELECOM BeNeLux among 100 Belgian businesses. The survey's target group consisted of profitable businesses with over 200 employees, based on the Graydon selection - major retailers, construction, food-stuffs, chemicals, wholesale, construction services, automobiles and care. The purpose of the survey was to gain a picture of the Belgian business telephony market, its needs and perceptions, and attitudes to IP telephony.

Key telecom survey results

Regarding the telecom infrastructure and network environment in general at companies, the survey produced the following results:

- 75% of the interviewed businesses had a network environment connecting multiple sites, and were using a leased line. 71% (52 businesses) were using this leased line for data traffic, and 23% for voice and data traffic.
- 46% stated that their data network partly or completely supported voice traffic.
- 41% of the respondents systematically purchased data components which support voice traffic.

Regarding businesses' attitudes to IP telephony, the survey produced the following results:

- Half of the 100 respondents thought that IP telephony will become standard in the future.
- 73 of the 100 respondents were considering implementing IP telephony in the period 2005-2006.
- 7 respondents were already using IP telephony.
- 25 respondents had considered IP telephony at some point but had not gone ahead with installing it.

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About LUON?

> **LUON delivers proven solutions in marketing consultancy & business development, marketing research, marketing communication and marketing technology.**

> **As an independent sales & marketing company we advise customers and help them optimize their marketing and sales processes.**

> **We are committed to turning customer centric marketing into a business strategy that creates value and drives profitable growth. We call it: pure marketing, absolute sales.**

- 13 respondents had not yet considered IP telephony but said they were planning to do so.
- 11 respondents had considered IP telephony and indicated that they had further plans in this area.
- 37% of the respondents were already engaging in homeworking for data applications (e-mail traffic, etc.)
- 49% of these were using the Internet via a VPN solution.

The market researchers from LUON MarketWatch also investigated businesses' criteria for satisfaction or dissatisfaction with their telephony system and telecom partners:

- A question about the strengths of the telecom partner revealed that the main factors were reaction speed, availability, stability of communication platform and remote support, in that order.
- The cost of maintenance, which depends on the telecom partner, was cited by the respondents as the greatest weakness of their current telecom partner.

Conclusions

From the results of the survey, EADS TELECOM BeNeLux identified a number of significant trends. Firstly, it confirmed businesses' growing interest in VoIP or IP telephony. Half of the businesses in the survey believed that in the future it will be standard practice for voice traffic to pass via the data network.

A large number of businesses were also engaged in preparing their data network for VoIP technology, by investing in data components which support voice traffic. EADS TELECOM concluded that the large number of businesses with a network connecting multiple locations indicated the potential for the implementation of IP telephony. In such network environments, IP telephony can de-

liver significant cost savings on telephone traffic between different national or international business sites.

EADS TELECOM BeNeLux
www.eads-telecom.be

EADS TELECOM BeNeLux designs, delivers and integrates secure telecommunications solutions. EADS TELECOM's wide range of services includes IP telephony and traditional telephony, secure digital radio networks and the management and integration of networks and security solutions.

EADS TELECOM BeNeLux is part of EADS TELECOM, the strategic telecom arm of the EADS (European Aeronautic Defence and Space company) Group. EADS is the European market leader and the world number two in the aviation, defence and space industry.

The Belgian telecom company has a workforce of about 40 people in Brussels, including a large number involved in research and development work. EADS TELECOM Benelux recorded a turnover of nearly 9 million euros in 2003.

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Would you like to know more about this case and how LUON approaches and develops such an integrated project?

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