

Office software is useful as a way to implement automated process for any task relating to writing, calculating, collaborating, or presenting. Software is needed for management and sales implementations of different productivity tasks in different industries. The study has 464 pages and 155 tables and figures.

Office productivity software enables use of computers intuitively. Continuous systems upgrades improve the functions available to users. Learning is iterative. Software development is iterative. As one generation of software rolls out, customer feedback is used to evolve more useful features. The products evolved are able to improve productivity across the board in all industries. The software is a big reason the computer industry keeps evolving. Enterprises are constantly challenged to address changing market conditions.

Office productivity suites feature systems that are intuitive to use for very specific formatting and customization of the device look and feel. People do not like to have their personal formats changed by someone else using the device. The software is personal. People can start a project without help from anyone, can ask for help if they need it, and can produce a result, a document, analysis, or presentation without anything but software. In this manner people can leverage what they know to communicate to a group.

A sales manager can build a power point presentation that is customized to a particular customer, being responsive to what is new in the product suite. An office suite is comprehensive. Software licenses provide the most advanced productivity suites available.

Office productivity suite markets are dominated by Microsoft which has been increasing its market share over the past few years. Competition in this segment is from well-established companies with differing approaches to the PC market. IBM Lotus is the number two participant in the market. IBM has positioned its office productivity suites to address the needs of the enterprise.

OFFICE PRODUCTIVITY SUITE MARKET DRIVING FORCES

- Systems approach to office productivity
- Intuitive to use
- Sufficient configuration syntax to make offerings personal
- People can start a project without help from anyone
- Workers can ask for help if they need it
- Software help available online
- Productivity suites used to produce a result
- Productivity suites used to produce a document, analysis
- Productivity suites used to produce presentation
- People can leverage what they know to communicate to a group
- Support for team productivity
- Support for teams project management

Connectivity and integration are the core tenants of IBM Lotus office productivity suites. Systems are designed to support linking applications and services for operational efficiency and cost savings. The nuance of running an enterprise is what matters, and the details of process are implemented in the software.

It is the versatility of the depth of syntax control over documents and spreadsheets that give office software its ability to provide personal productivity. People can work both online and offline. A sales manager can build a power point presentation that is customized to a particular customer, being responsive to what is new in the product suite. An office suite is comprehensive. Software licenses provide the most advanced productivity suites available.

Office Productivity Suites are client based systems that are useful for individuals and teams. For individuals,
office systems automate what used to be manual processes. Systems support communications in the enterprise and business environments. Systems are used for collaboration. They are used to accomplish project management.

With the advent of cloud computing it has been suggested that the client based office productivity suites would decline in importance, replaced by cloud based products such as Google docs. This has not been the case and will not for the foreseeable future for two reasons. 1. Current products have robust, ever growing functionality not easily duplicated in a cloud environment. 2. Workers want to be able to work online and offline. Productivity tools are valuable because they go anywhere where there is not necessarily online access, on airplanes, to the woods, on the train, and in the attic. Once online, documents can be shared, but they can be created and worked on offline.

In business, users create documents to communicate. Automating the process of communication depends on the ability to create dynamic smart documents that update by using document controls and data binding to connect to back-end systems. Users manage document properties in the Document Information Panel.

The ability to view and edit document properties while working on a document is useful. The Document Information Panel displayed at the top of a document is complemented by the fact that properties for files are saved to a document management server. A Document Information Panel is used to edit the document properties for a server document, the updated properties will be saved directly to the server. The sharing of syntax provides ease of use.

Office productivity suites have evolved an elaborate suite of syntax that needs to go with the documents. This syntax keeps evolving in a manner that gives Microsoft significant strategic advantage in the market.

Forecast for office productivity markets represent consideration of how the online applications will impact the traditional productivity software markets. Client based office productivity software shipments at $23 billion in 2009 are anticipated to continue a steady growth pattern reaching $39 billion by 2016. The growth will be sustained via increasing penetration of the current installed base, upgrades by current users.

As laptops and netbooks extend into underdeveloped countries, many of the productivity suits adopted will be from the open source community, meaning that Microsoft and IBM will be thrust back onto their current customer base. The depth of functionality is impressive and useful to people working. What is happening though is that the feature function packages continue to get better. As vendors interview users, more functions are built out. The large installed base provides a way to keep improving the productivity software, spreading the cost of improvements out over a very large number of users, leveraging the primary advantage of packaged software.

Keywords: Office Productivity Suites, Client Office Productivity Software, Productivity Design & Development, Forms Management, Office PowerPoint, Office Word, Office Excel Lotus, Collaboration Capability, Unified Communications,
Office Productivity Software Market Shares And Market Forecasts

CLIENT OFFICE PRODUCTIVITY MARKET SHARES AND FORECASTS 2-1
2.1 Office Productivity Suites 2-1
2.2 Client Based Office Productivity Suites Market Shares 2-3
2.2.1 Client Productivity Software Competition 2-6
2.2.2 Microsoft Office Word 2-8
2.2.3 Microsoft Word Collaboration Capability 2-8
2.2.4 Microsoft Office Productivity Suites 2-9
2.2.5 IBM Lotus Office Productivity Design & Development 2-9
2.2.6 IBM Lotus Office Productivity Analysis, Modeling, Design & Construction 2-10
2.2.7 IBM Lotus Forms Management 2-11
2.2.8 Adobe Connect 2-11
2.2.9 Corel WordPerfect Office 2-11
2.2.10 Avaya Unified Communications 2-12
2.2.11 Avaya Agile Communication Environment™ 2-12
2.3 Office Productivity Suites Market Forecasts 2-13
2.3.1 Client Based Office Productivity Software Shipments 2-14
2.3.2 Office Productivity Software Piracy Rates 2-18
2.3.3 Client PC Markets 2-22
2.3.4 Corel Pricing and Availability 2-28
2.4 Office Productivity Suites Regional Analysis 2-29

Office Productivity Software Product Description

3. OFFICE PRODUCTIVITY MARKET DESCRIPTION AND MARKET DYNAMICS 3-1
3.1 Office Productivity Software 3-1
3.2 Microsoft Office Collaboration Capability 3-1
3.2.1 Microsoft Office Word 3-2
3.2.2 Microsoft Word Creates Professional-Looking Documents 3-2
3.2.3 Microsoft Office Word Building Blocks For Professional Documents 3-4
3.2.4 Microsoft Office Word High-Impact Graphics Communicate Effectively 3-4
3.2.5 Microsoft Office Word Compares Two Versions Of Document 3-6
3.2.6 Microsoft Office Word Digital Signature 3-7
3.2.7 Microsoft Office Word Converts Word Documents to PDF or XPS 3-8
3.2.8 Microsoft Office Word XML 3-10
3.2.9 Microsoft Document and Program Recovery 3-11
3.2.10 Microsoft Office Word Top 10 Benefits 3-12
3.2.11 Microsoft Office Excel 3-14
3.2.12 Microsoft Spreadsheet Analysis 3-16
3.2.13 Microsoft Effective Business Information Management 3-18
3.2.14 Microsoft Office PowerPoint 3-22
3.2.15 Microsoft Effective Presentation Sharing 3-27
3.2.16 Microsoft Manages Presentations Efficiently 3-28
3.2.17 Microsoft Office Access SOA Web Services 3-33
3.2.18 Microsoft Office Access Top 10 Benefits 3-42
3.2.19 Microsoft Office Publisher 3-45
3.2.20 Microsoft Office Visio 3-48
3.2.21 Microsoft Customizes and Extends Office Visio 3-53
3.2.22 Microsoft Office Visio Top 10 Benefits 3-56
3.2.23 Microsoft Office Communicator R2 3-60
3.2.24 Microsoft Office Groove 3-62
3.2.25 Microsoft Office InfoPath 3-65
3.2.26 Microsoft Office OneNote 3-66
3.2.27 Microsoft Office Project Standard 3-67
3.2.28 Microsoft Office Publisher 3-70
3.2.29 Microsoft Office SharePoint Designer 3-73
3.2.30 Microsoft SharePoint Tailored Sites 3-74
3.3 IBM Lotus Office Productivity Suites 3-75
3.3.1 IBM Lotus Office Productivity Design & Development 3-75
3.3.2 IBM Lotus Domino Designer 3-77
3.3.3 IBM Lotus Used For Business Collaboration Application Development 3-77
3.3.4 Lotus SmartSuite 3-81
3.3.5 IBM Lotus Office Productivity Analysis, Modeling, Design & Construction 3-83
3.3.6 IBM Lotus Office Productivity Design Security 3-84
3.3.7 IBM Lotus Office Productivity Messaging & Collaboration 3-85
3.3.8 IBM Lotus Office Productivity Portals & Mashups 3-86
3.3.9 IBM Lotus Office Social Software Productivity Enhancement 3-87
3.3.10 IBM Lotus Smarter Planet 3-87
3.3.11 IBM Lotus Forms Management 3-88
3.3.12 IBM Lotus Word Pro 3-91
3.3.13 IBM Lotus Workflow 3-92
3.3.14 Lotus Workflow Automation For Enterprise Software 3-93
3.3.15 IBM Lotus Web Content Management 3-96
3.3.16 Lotus Quickr - Team Collaboration Software 3-101
3.3.17 Lotus Organizer 3-104
3.3.18 IBM Lotus Integrated Mobile Support 3-113
3.3.19 IBM Lotus Connections Social Software 3-114
3.4 Alloy by IBM and SAP 3-117
3.4.1 Why Alloy for integration of SAP business processes 3-117
3.5 Corel WordPerfect Office 3-119
3.5.1 Corel® WordPerfect® Lightning™ – Digital Notebook 3-127
3.5.2 Corel Microsoft® Office OOXML Compatibility 3-128
3.5.3 Corel Microsoft® Office SharePoint® Compatibility 3-128
3.5.4 Corel WordPerfect® iFilter 3-128
3.5.5 Corel Web Services Integration 3-128
3.5.6 Mozilla® Thunderbird® for Corel WordPerfect® Office 3-129
3.5.7 Corel Email Address Book Integration 3-129
3.5.8 Corel / Nuance® PaperPort® 12 SE 3-129
3.5.9 Corel Reference Center 3-130
3.5.10 Corel Migration 3-130
3.5.11 Corel Windows® 7 Compatibility 3-130
3.5.12 Corel WordPerfect Office X5 3-131
3.6 Adobe Connect 3-131
3.6.1 Adobe Web conferencing 3-131
3.6.2 Adobe eLearning 3-131
3.6.3 Adobe Web Seminars 3-132
3.6.4 Adobe® LiveCycle® Enterprise Suite 3-132
3.7 Avaya Unified Communications 3-133
3.7.1 Avaya Agile Communication Environment™ 3-133
3.7.2 Avaya ACE™ Hot Desking 3-134
3.7.3 Avaya ACE™ Mobile Cost Optimizer 3-135
3.7.4 Avaya ACE™ Event Response Manager 3-135
3.7.5 Avaya ACE™ Microsoft Office Communications Server Integration 3-135
3.7.6 Avaya ACE™ IBM® Lotus® Sametime® Integration 3-136
3.7.7 Avaya ACE™ Web Browser Add-In 3-136
3.7.8 Avaya ACE™ Developer Toolkit 3-136
3.7.9 Avaya ACE™ Message Drop and Message Blast APIs 3-137
3.7.10 Avaya Unified Communications 3-137
3.7.11 Meeting Exchange 3-138
3.8 Cisco Unified Communications 3-138
3.8.1 Cisco Voice and Unified Communications Products 3-150
3.8.2 Cisco Unified Communications Applications 3-156
3.9 IBM Lotus Office Unified Communications 3-161

Office Productivity Software Technology

4. OFFICE PRODUCTIVITY SOFTWARE TECHNOLOGY 4-1
4.1 State Machine 4-1
4.1.1 Network Strategy 4-3
4.1.2 SOA Representational State Transfer Is A Mode Of Communication Accessible To Programs And Humans 4-4
4.2 XDMS Technology 4-4
4.2.1 Web Services and Service Oriented Architecture (SOA) Tier Architecture 4-6
4.2.2 TigerLogic FastSOA Architecture 4-9
4.2.3 Registry SOA engine 4-10
4.3 Office Productivity Dynamic Architecture 4-11
4.3.1 Google Search Engine Dynamic Architecture 4-14
4.3.2 BigFiles 4-15
4.3.3 Repository 4-15
4.3.4 Microsoft .Net Defines Reusable Modules Dynamically 4-16
4.3.5 Microsoft Combines Managed Modules into Assemblies 4-17
4.3.6 Microsoft Architecture Dynamic Modular Processing 4-17
4.3.7 IBM SOA Architecture is Dynamic for the Transport Layer 4-19
4.4 Business Benefits of Office Architecture 4-26
4.4.1 Technology Issues 4-26
4.4.2 Technology Platforms 4-27
4.4.3 Existing Enterprise Asset Automated Virtualization 4-27
4.4.4 Complexity Of The Underlying IT Technologies 4-28
4.4.5 Impact of Platforms 4-29
4.4.6 Platforms and Disparate Technologies 4-30
4.4.7 Technology Analysis 4-30
4.5 Business Events 4-31
4.5.1 Event Transmission 4-34
4.5.2 Business Process Automation 4-35
4.6 Process Oriented Architecture 4-37
4.6.1 Business Process Automation 4-37
4.6.2 Business Process Management Modular Architecture 4-37
4.6.3 Business Components 4-38
4.7 Advanced E-Business Infrastructure 4-40
4.7.1 Application Integration Technical Advantages 4-41
4.7.2 Integration System Architecture 4-42
4.8 Development Toolset 4-44
4.8.1 Infrastructure And System Management 4-44
4.9 Web Services 4-45
4.9.1 Promise Of Web Services 4-45
4.9.2 Java 4-46
4.9.3 Java Technology 4-47
4.9.4 J2EE 4-48
4.9.5 Soap 4-48
4.9.6 Apache Soap 4-49
4.9.7 Load Balancer With SSL Support 4-50
4.9.8 Points Of Failure 4-50
4.9.9 Soap Limitations 4-51
4.9.10 WSDL 4-53
4.9.11 WSDL Service Descriptions 4-54
4.9.12 UDDI 4-55
4.9.13 UDDI Test Registries 4-55
4.9.14 UDDI Distributed Web Service Discovery 4-56
4.9.15 UDDI Consortium 4-57
4.9.16 WS-Inspection Document Extensibility 4-57
4.9.17 XML 4-59
4.9.18 Metadata Repository 4-60
4.9.19 Metadata Describes Location, Format, Relationships, Transformation, Rules, Cross-Reference 4-61
4.9.20 Metadata Drives Data Integration Services 4-62
4.9.21 Wrapping 4-62
4.10 Service Level Challenges 4-63
4.10.1 Quality Of Service (QoS) Functions 4-64
4.10.2 Network Efficiency 4-65
4.11 Business Need 4-66
4.11.1 Business Process Management Packaged Solutions for Rapid Deployment 4-66
4.11.2 Quality Of Service Control 4-67
4.11.3 XML Standards 4-68
4.12 Services Oriented Architecture (SOA) 4-68
4.12.1 IBM Service Oriented Architecture (SOA) 4-70
4.12.2 Business Challenge IT Imperative 4-71
4.12.3 Services Oriented Architecture And Relevant Standards 4-72
4.12.4 XML Family Of Standards 4-73
4.12.5 Integration Engines Leverage XML Processing 4-73
4.12.6 XML Standards 4-75
4.12.7 XML Role In Application Topology 4-76
4.12.8 XML Meets The Integration Challenge 4-76
4.12.9 XML Standard Communication Language 4-77
4.12.10 Web Services Protocols 4-77
4.12.11 Web Services Input And Output Formats 4-78
4.12.12 Web Services Coupling Versus Cohesion 4-79
4.12.13 Web Services Coupling 4-80
4.12.14 Web Services Cohesion 4-81
4.13 Open Systems 4-84

Office Productivity Software Company Profiles

5. OFFICE PRODUCTIVITY COMPANY PROFILES 5-1
5.1 Adobe Systems 5-1
5.1.1 Adobe Targets Businesses And Organizations 5-2
5.1.2 Adobe Revenue 5-3
5.1.3 Adobe Systems Revenue: 5-4
5.1.4 Adobe Systems Software Tools 5-6
5.1.5 Adobe Systems Creative Solutions Business Summary 5-9
5.1.6 Adobe Knowledge Worker Market Opportunity 5-10
5.1.7 Adobe Systems Knowledge Worker Products 5-11
5.1.8 Adobe Systems Enterprise Opportunity 5-11
5.1.9 Adobe Systems Enterprise Business Summary 5-13
5.1.10 Adobe Systems Enterprise Strategy 5-13
5.1.11 Adobe Systems Process Management 5-14
5.1.12 Adobe Systems Content Services 5-15
5.1.13 Adobe Systems Knowledge Worker and Enterprise Related Products 5-15
5.2 Apple 5-17
5.2.1 Apple Zoho Office Suite 5-17
5.2.2 iPhone 4 Sales Top 1.7 Million 5-18
5.2.3 Apple Sells Three Million iPads 5-19
5.2.4 Apple Revenue 5-20
5.2.5 Apple Reaches Consumer And Small And Mid-Sized Businesses 5-21
5.3 Avaya 5-22
5.3.1 Avaya Leadership Positions 5-23
5.3.2 Avaya Major Businesses: 5-23
5.3.3 Avaya Contact Centers 5-23
5.3.4 Avaya Global Services 5-24
5.3.5 Avaya Small & Medium Enterprise Communications 5-24
5.3.6 Avaya Data Networking 5-24
5.4 Corel 5-25
5.4.1 Corel Visual, Photo and Video Software 5-25
5.4.2 Corel Visual Communications 5-26
5.4.3 Corel® VideoStudio® Pro X3 5-27
5.4.4 Corel® WinDVD® 2010 5-27
5.4.5 Corel® WordPerfect® Office X5 Desktop Software 5-28
5.4.6 Corel WordPerfect Office X5 Suite Collaboration and Flexibility 5-29
5.5 Google 5-31
5.5.1 Google Apps Target Market 5-32
5.5.2 Google Apps for Messaging 5-33
5.5.3 Google / YouTube 5-33
5.5.4 Google Organizes The World's Information 5-34
5.5.5 Google Ads 5-34
5.5.6 Google Apps 5-35
5.5.7 Google Mobile 5-36
5.5.8 Google Strategy 5-37
List of Tables and Figures:

Office Productivity Software Executive Summary

Table ES-1 ES-2
Office Productivity Suite Market Driving Forces
Figure ES-2 ES-4
Client Based Office Productivity Market Shares, Dollars, Worldwide, 2009
Figure ES-3 ES-7
Client Office Productivity Software Market Forecasts, Dollars, Worldwide, 2010-2016

Office Productivity Software Market Description And Market ynamics

Table 1-1 1-3
Office Productivity Software Products And Services
Table 1-2 1-6
Team Based Productivity Tools
Figure 1-3 1-9
Cloud Computing Hole of the Internet

Office Productivity Software Market Shares and Market orecasts

Table 2-1 2-2
Office Productivity Suite Market Driving Forces
Figure 2-2 2-5
Client Based Office Productivity Market Shares, Dollars, Worldwide, 2009
Figure 2-3 2-6
Client Based Office Productivity Market Shares, Dollars, Worldwide, 2009
Figure 2-4 2-15
Client Office Productivity Software Market Forecasts, Dollars, Worldwide, 2010-2016
Figure 2-5 2-16
Client Office Productivity Software Market Forecasts, Units, Worldwide, 2010-2016
Table 2-6 2-17
Client Based Office Productivity Suite Market Forecasts Units and Dollars, Worldwide, 2010-2016
Table 2-7 2-18
Office Productivity Software Piracy Rates, 2009
Figure 2-8 2-20
Office Productivity Software Piracy Rates, 2009
Table 2-9 2-22
Notebooks Market Shares, 2009
Table 2-10 2-23
Desktop Market Shares 2009
Figure 2-11 2-24
Client PC Market Shipments Forecasts Units, Worldwide, 2010-2016
Figure 2-12 2-25
Installed Base Client Computers
Figure 2-13 2-26
Installed Base Office Productivity Software
Figure 2-14 2-27
Client PC, Laptop, and Notebook Shipment Market Forecasts Units, Worldwide, 2010-2016
Figure 2-15 2-29
Client Office Productivity Regional Market Segments, Dollars, 2009
Table 2-16
2-30
Client Office Productivity Regional Market Segments, Dollars, 2009

Office Productivity Software Product Description

Figure 3-1 3-3
Microsoft Word Editing And Reviewing Tools
Table 3-2 3-3
Microsoft Word Task Optimization Positioning
Figure 3-3 3-6
Microsoft Office Word Compares Two Versions Of Document
Figure 3-4 3-7
Microsoft Office Word Digital Signature
Table 3-5 3-9
Microsoft Office Word Formats
Table 3-6 3-12
Microsoft Office Word Top 10 Benefits
Table 3-7 3-15
Microsoft Office Excel Benefits
Table 3-8 3-16
Microsoft Spreadsheet Analysis Functions
Table 3-9 3-18
Microsoft Office Excel and Excel Services
Table 3-10 3-19
Microsoft Office Excel Top 10 Benefits
Table 3-11 3-22
Microsoft Office PowerPoint Features
Table 3-12 3-23
Microsoft Office PowerPoint Functions
Table 3-12 (Continued) 3-24
Microsoft Office PowerPoint Functions
Figure 3-13 3-25
Microsoft Office PowerPoint Presentation
Table 3-14 3-27
Microsoft Effectively Supports Sharing Presentations
Table 3-14 (Continued) 3-27
Microsoft Effectively Supports Sharing Presentations
Table 3-15 3-28
Microsoft Manages Efficient Presentation
Figure 3-16 3-30
Microsoft PowerPoint Presentation
Table 3-17 3-31
Office PowerPoint Advantages
Table 3-18 3-33
Microsoft Office Access SOA Web Services
Figure 3-19 3-34
Microsoft Office Access Library Of Prebuilt Database Solutions
Table 3-20 3-36
Microsoft Office Access Database Solutions Features
Table 3-21 3-38
Microsoft Office Access Database Solutions Functions
Table 3-22 3-40
Microsoft Office SharePoint Web Collaboration
Table 3-22 (Continued) 3-41
Microsoft Office SharePoint Web Collaboration
Table 3-23 3-42
Microsoft Office Access Top 10 Benefits
Table 3-24 3-46
Microsoft Publisher Features
Table 3-25 3-47
Microsoft Personalizes Publications And Marketing Materials
Table 3-26 3-49
Microsoft Office Visio Solutions Features
Table 3-27 3-50
Microsoft Visio Features
Table 3-27 (Continued) 3-51
Microsoft Visio Features
Table 3-28 3-52
Microsoft Visio Image Features
Table 3-29 3-54
Microsoft Office Visio Features:
Table 3-29 (Continued) 3-54
Microsoft Office Visio Features:
Table 3-29 (Continued) 3-55
Microsoft Office Visio Features:
Table 3-30 3-57
Microsoft Office Visio Top 10 Benefits
Table 3-31 3-61
Microsoft Office Communicator R2 Top Benefits
Table 3-32 3-62
Microsoft Office Groove Functions
Figure 3-33 3-63
Microsoft Office Groove Access
Figure 3-33 3-64
Microsoft Office Groove Access Features
Table 3-34 3-67
Microsoft Office Project Features
Table 3-35 3-68
Microsoft Office Project Functions
Table 3-35 (Continued) 3-69
Microsoft Office Project Functions
Table 3-36 3-71
Microsoft Office Publisher Functions
Table 3-36 (Continued) 3-71
Microsoft Office Publisher Functions
Table 3-37 3-73
Microsoft Office SharePoint Designer Features
Table 3-38 3-76
IBM Lotus Office Productivity Design Featured Capabilities
Table 3-39 3-78
IBM Lotus Processes
Table 3-40 3-79
IBM Lotus Benefits
Table 3-41 3-80
IBM Lotus Domino Designer Features
Table 3-41 (Continued) 3-81
IBM Lotus Domino Designer Features
Table 3-42 3-82
IBM Lotus SmartSuite 9.8: Desktop Tools
Table 3-43 3-83
IBM Lotus Office Productivity Design Enhanced Business User Experience Features
Table 3-44 3-84
IBM Lotus Office Productivity Design Security
Table 3-45 3-86
IBM Lotus Office Productivity Messaging & Collaboration
Table 3-46 3-86
IBM Lotus Office Productivity Portals & Mashups Features
Table 3-47 3-87
IBM Lotus Office Social Software Productivity Modules
Table 3-48 3-88
IBM Lotus Forms Management Positioning
Table 3-49 3-90
IBM Middleware Solutions for E-Forms and Records Management
Table 3-50 3-91
and Presentations
Table 3-75 3-125
Corel WordPerfect Office Nuance PaperPort Document Scanning, Imaging and Management
Table 3-76 3-126
Corel Mozilla® Thunderbird® f WordPerfect® Office – Email Management
Table 3-77 3-127
Corel® WordPerfect® Lightning™ – Digital Notebook
Table 3-78 3-134
Avaya Agile Unified Communications Applications
Table 3-79 3-138
Cisco Unified Communications Products
Table 3-79 (Continued) 3-139
Cisco Unified Communications Products
Table 3-79 (Continued) 3-140
Cisco Unified Communications Products
Table 3-80 3-141
Cisco Unified Expert Advisor
Table 3-81 3-142
Cisco Unified Communications Positioning
Table 3-81 (Continued) 3-143
Cisco Unified Communications Positioning
Table 3-81 (Continued) 3-144
Cisco Unified Communications Positioning
Table 3-82 3-145
Cisco Unified Personal Communicator
Table 3-82 (Continued) 3-146
Cisco Unified Personal Communicator
Table 3-82 (Continued) 3-147
Cisco Unified Personal Communicator
Table 3-83 3-148
Cisco Mobile Applications
Table 3-84 3-150
Cisco Unified Communications Solutions
Table 3-85 3-156
Cisco Telepresence Products
Table 3-86 3-161
IBM Lotus Office Unified Communications
Table 3-87 3-162
IBM Lotus Collaboration Software Products By Category
Table 3-88 3-163
IBM Lotus Collaboration Software Products By Category

Office Productivity Software Technology

Table 4-1 4-5
TigerLogic XDMS Architecture
Table 4-2 4-6
Web Services and SOA Tier Architecture
Figure 4-3 4-8
TigerLogic XDMS Multi-Schema Engine Architecture
Figure 4-4 4-9
TigerLogic XDMS -SOA Engine Architecture
Table 4-5 4-10
Registry Engine
Table 4-6 4-12
Google Dynamic Architecture
Figure 4-7 4-16
Microsoft .Net Dynamic Definition of Reusable Modules
Figure 4-8 4-18
Microsoft .NET Compiling Source Code into Managed Assemblies
Figure 4-9 4-19
Microsoft Architecture Dynamic Modular Processing
Table 4-10 4-21
Process Of SOA Implementation Depends On N-Dimensional
Interaction Of Layers That Can Be Modeled by Business Analyst
Table 4-11 4-22
IBM SOA Business I Services Layers
Figure 4-12 4-23
IBM Smart SOA Continuum
Table 4-13 4-24
SOA Foundation Reference Architecture
Table 4-16 4-38
Business Components Chained Together To
Comprise A Business Service
Table 4-17 4-43
Design Concerns For Integration System Architecture
Table 4-18 4-52
Soap-Based Web Service Production Environment Testing
Table 4-19 4-60
Metadata Repository
Table 4-20 4-61
Metadata Functions
Table 4-21 4-69
Service Oriented Architecture (SOA) Functions
Table 4-21 (Continued) 4-70
Service Oriented Architecture (SOA) Functions
Table 4-22 4-74
Integration Engine XML Processing Functions That Drive
Business Process Electronically End-To-End
Table 4-23 4-78
Web Services Input Formats
Table 4-24 4-79
Web Services Output Formats
Table 4-25 4-83
Web Services Protocols

Office Productivity Software Company Profiles
Table 5-1 5-26
Corel® PaintShop Photo® Pro X3 Functions
Table 5-2 5-27
Corel® VideoStudio® Pro X3 Features
Table 5-3 5-30
Corel WordPerfect Office Evolving Requirements Functions
Table 5-4 5-31
Corel WordPerfect Office Evolving Requirements Features
Table 5-5 5-33
Google Apps Messaging Functions
Table 5-6 5-38
Google PageRank Search Technology
Table 5-7 5-39
Google Hypertext-Matching Analysis Search Technology
Figure 5-8 5-40
Life span of a Google query
Figure 5-8 (Continued) 5-41
Life span of a Google query
Table 5-9 5-44
Google AdSense Positioning
Figure 5-10 5-54
IBM SMB Partner Go to Market Approach
Table 5-11 5-55
IBM Strategic Priorities
Table 5-12 5-87
Microsoft Windows Embedded Compact 7 Capabilities
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<tr>
<td>Electronic (PDF) - Enterprisewide: □ USD 7000</td>
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* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

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<tr>
<th>Title:</th>
<th>Mr □</th>
<th>Mrs □</th>
<th>Dr □</th>
<th>Miss □</th>
<th>Ms □</th>
<th>Prof □</th>
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* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
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