



News

Microsoft dominates unified communications trials in banking sector

Wins 2007 Frost and Sullivan Award

[Sandra Rossi](#) 19/10/2007 16:34:14

The banking, financial services and insurance industries (BFSI) are showing a strong interest in deploying unified communication applications due to a high penetration of IP telephony in this vertical, according to Frost and Sullivan.

Announcing the winner of the 2007 Frost and Sullivan customer endorsement award for unified communications in the BFSI vertical, the analyst firm's research manager, Audrey William, undertook a survey of 75 senior executives in the banking industry that managed IT budgets.

William said Microsoft was rated highest in each of the top seven factors of vendor performance in the unified communications (UC) space.

"Out of the top seven factors, Microsoft outperformed vendors in six of them and had an equal rating with another vendor in one other category," she said.

"At this time in the BFSI vertical, Microsoft has got most of the large banks and insurance houses on presence and telephony type trials."

William said the software giant has fuelled serious growth in the UC market in Australia exploiting their dominance in the desktop e-mail and instant messaging environment which gave Microsoft a jump start.

"Microsoft is currently in alliance with most of the leading telephony vendors and with their Office Communications Server serving as a hub for gluing the UC pieces together at the desktop, the company is expected to drive a lot of the UC momentum in Australia in coming months," she said.

Accepting the award, Microsoft Australia's UC director, Oscar Trimboli, said the company is committed to streamlining the way people and businesses communicate.

"We expect unified comms to impact 100 million of our Office System customers globally within three years by enabling them to click-to-call from their Office productivity applications," Trimboli said.

Winners will be presented with their awards at a gala banquet to be held in Sydney on November 16, 2007.

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