

# Find the sweet spots in business broadband

BBUS Business is the Point Topic service which can help any organisation concerned with business markets to reach its objectives more efficiently. The BBUS Business Module is one part of Point Topic's BroadBand User Service (BBUS) research programme.

BBUS Business shows where business broadband revenue is being generated today and where growth will come from in future. It combines a robust methodology with a unique time series of business trends and the low costs of a syndicated study. The data has money-making value for everyone involved with business technology, from specialist ISPs to software providers. A full set of Results and Reports is available now.

## What BBUS Business reveals

BBUS Business shows the wide range of opportunities opening up in the business broadband markets. The internet now reaches almost 100% of workplaces except among the very smallest. Growth now is coming from businesses rapidly upgrading to more powerful and demanding applications.

Internet video conferencing, voice-over-IP and remote backup are growing strongly year-by-year. More and more businesses are moving to some form of virtual private network to support their staff working at home.

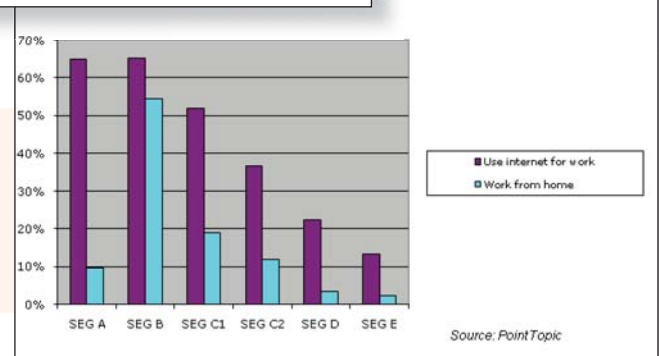
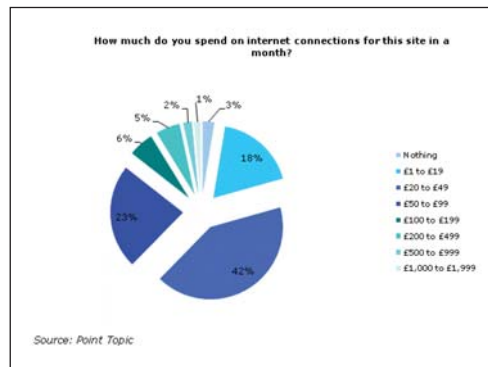
In fact the internet seems to be driving a definite increase in the number of home workers. About half of all internet households say they have at least one member who does some work from home. In about 11% there is someone working for 20 hours a week or more.

Churn remains a major factor in the business market, especially at the smaller end. Many ISPs will want to migrate their customers towards the sweet spot where they are providing higher quality services for higher prices – and suffering less churn as a result.

Business markets are much harder to pin down than consumer ones because the range of variability is so great. BBUS Business helps to solve the problem by showing how the take-up of broadband and related technologies varies hugely by size of workplace.

## Why BBUS Business is special

BBUS Business combines five unique features to make it an essential source for anyone concerned with UK business broadband.



1 Part of a complete, integrated, UK broadband research programme. The only source which shows, for example, how the total broadband market is split between business and consumer segments.

2 Workplace-based methodology. Relates business demand to the physical units where comms links and equipment are installed. Provides the only reliable basis for scaling total market estimates and showing the geographical distribution of the business market.

3 Includes the full picture on working from home. Because BBUS Business runs in tandem with BBUS Consumer we can show in detail how people use broadband to work from home. The data on home working is all included in the BBUS Business module at no extra cost to the subscriber.

4 Syndicated. BBUS is the biggest continuing syndicated research programme on the UK broadband market. Thus subscribers get access to the research they choose at a small fraction of the cost of an independent study.

5 Continuing series. As of late 2007, BBUS Business has completed three field surveys. Thus it provides a set of unique time series for identifying business trends.

## Get access to BBUS Business now

You can start using BBUS Business right away, **without charge**. Call today for a free sample Analysis Report from the **BBUS Business series**. Or contact us as below for a guided online presentation on the full BBUS Business module.

## BBUS Business methodology

Point Topic carries out two survey waves per year focused on the business sector. Each wave uses a two-part methodology. In the first part, 1,000 online interviews are carried out with a quota sample of workplaces. These give a detailed picture of internet connections, applications usage, customer premises equipment and other issues such as security concerns for workplaces with up to 250 employees which have internet access.

The second part of the survey wave comprises a further 500 telephone interviews. These are carried out across all workplaces in the size range to determine what proportion of workplaces are without internet access and to get details of their business demographics. This is essential to estimate the total size of the business internet market.

The results of the two surveys are delivered to subscribers as top-level results and cross-tabs, and discussed in the series of Analysis Reports. They also provide essential inputs to the geographical aspects of the BBUS research programme. By showing how broadband take-up relates to workplace size and type they make it possible to produce detailed estimates of the business broadband market by different geographies – such as telephone exchange areas.

## Who should use BBUS Business?

**Specialist business ISPs** – to get a complete picture of take-up, trends, brands and applications in your market

**General ISPs** – to see how your share of the business market can be grown

**Telecomms network operators** – to identify the sources, drivers and locations of your business traffic demand

**Customer premises equipment vendors** – to profile, scale and forecast the market for your product classes

**Business ITC solutions and services companies** – to get an independent view of your positioning in the business market as a whole, and how it might be expanded

**Security companies** – to get a detailed profile of business spending, needs and suppliers in your sector

**Business software providers** – to see who the users are for your broadband applications and how the market can be grown

**Policy makers** – to understand where and how businesses use ITC as a basis for raising productivity and increasing growth in your areas

**Consultancies and marketing agencies** – to provide your clients with the insights into business ITC trends which they need to succeed

## BBUS Business deliverables

A One Year subscription to BBUS Business includes the following:

- Complete top-level and cross-tab Results
- Analysis Reports, with supporting cross-tabs
- Results and Reports for:
  - All past surveys
  - All new surveys in the 12-month subscription period
- One on-site briefing for your team
- 12 months phone and email support
- Cost-effective access to additional modules
  - Business Survey Datasets
  - BroadBand Geography
  - Consumer Module
- Custom analysis and insight if required

## BBUS Business topics

- Business broadband market size
- Business broadband workplaces
- Broadband and working from home
- Drivers and churn for IT and communications
- Internet usage and applications
- Business critical and security issues
- Business technology – computers and comms

