

CANADIAN
PBX MARKET REPORT



2013 EDITION

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ABOUT THIS REPORT

Examining the period 2011-2015, the **Canadian PBX Market Report, 2013 Edition** describes the Canadian market for key telephone system (KTS), private branch exchange (PBX) and IP private branch exchange (IP-PBX systems) offered by major CPE manufacturers.

The **2013 Edition** presents 42 Exhibits that provide quantitative information on system and station shipments, installed base, system-size segmentation, technology segmentation, regional shipments, vertical markets and distribution channels. Also included are detailed profiles of the leading manufacturers active in the Canadian market. These profiles discuss each company's product strategy, marketing activities and distribution capabilities along with an analysis of our expectations for future growth. New in this year's edition is coverage of ShoreTel, Inc., a dynamic new entrant to the Canadian PBX market.

The report is organized into four sections. The *Market Overview* presents estimates of the Canadian KTS/PBX/IP-PBX market in 2011, 2012 and 2013 including year-over-year comparisons, and a discussion of the market situation and our resulting forecast for the years 2014 and 2015. This information is supplemented with a discussion of trends observed in the market.

The second section, *Market at a Glance*, provides summary-level industry statistics.

The third section, *Manufacturer Profiles*, contains detailed information about the leading vendors in Canada —Avaya (including the former Nortel ESD), Cisco, Mitel, NEC, Panasonic, ShoreTel and Toshiba — and is the cornerstone of this study. These profiles contain comprehensive overviews of the manufacturers' product lines, description of their distribution strategies and pricing information.

The fourth section, *Market Detail*, contains 29 exhibits that provide the reader with quantitative information on system and station shipments, installed base, system-size segmentation, technology segmentation, regional shipments, vertical markets and distribution channels.

At 120 pages, readers of past editions will notice that the **2013 Edition** has been slimmed this year in response to requests for a more concise document. This has been accomplished with measures designed to reduce bulk, not content. For example, the Exhibits formerly included with each of the manufacturer profiles were redundant and so eliminated. All of the information previously shown in the Manufacturer Exhibits is to be found in the *Market Detail* section, and presented in a tabular fashion that permits easy comparisons between manufacturers. We also aggressively edited the text of the report for length, but without sacrificing substance.

This report presupposes some familiarity with telecommunications but includes definitions where necessary for clarity. We use the terms “IP-enabled” and “IP telephony” when referring to the transmission of voice over a wide area data network while we use the terms “IP-based” and “LAN telephony” when referring to systems based on an IP-PBX with either IP telephone stations and soft phones or a mixture of analogue, digital proprietary and IP telephones.

Please note that reported revenues are at end-user retail levels (rather than manufacturer wholesale revenues) and represent proceeds from the sale of business telephone systems, system software and equipment in the Canadian market only. These revenues exclude add-on applications such as unified communications and contact centres, fees for consulting or professional services, installation and service costs, and maintenance and upgrade contracts. All figures are in Canadian dollars unless otherwise noted.