

The Radicati Group Releases

“Enterprise 2.0 Software Market, 2008 - 2012” Study

A new study by The Radicati Group provides an in-depth analysis of the growing market for Enterprise 2.0 technologies, including business social networking, wikis, blogs, social bookmarking and more.

For Immediate Release

Contact: Lauren Reardon
The Radicati Group, Inc.
(650) 322-8059
lreardon@radicati.com

Palo Alto, CA – October 13, 2008 – The latest study by The Radicati Group, Inc. “Enterprise 2.0 Software Market, 2008-2012” provides an in-depth analysis of the worldwide market for Enterprise 2.0 Software. It includes market size, vendor installed base and revenue market share, four-year forecasts, as well as breakouts by region and business size.

The report defines the Enterprise 2.0 Software market as comprising business social networking solutions which include wikis, blogs, social networking, social bookmarking, and more. Enterprise 2.0 solutions are seeing rapid adoption by organizations of all sizes with the objective of improving the flow of ideas, fostering employee teamwork and creativity, while also ultimately, streamlining workflow and business processes. Enterprise 2.0 solutions help build interactive communities within organizations, as well as with outside customers and partners.

The report looks at leading vendors such as *Atlassian, Awareness, Huddle, IBM, Jive Software, Leverage Software, Microsoft, MindTouch, Mzinga, Novell, Oracle, SocialText, Telligent, and TWIKI.NET.*

The Radicati Group forecasts the overall Enterprise 2.0 Software market to reach \$842 million by 2012.

To order a copy of the study, or for additional information about our market research programs, please contact Lauren Reardon at (650) 322-8059, or visit our web site at <http://www.radicati.com>.

About The Radicati Group, Inc.

The Radicati Group covers all aspects of email security, email archiving, regulatory compliance, wireless technologies, web services, identity management, instant messaging, unified communications, VoIP, and more. The company provides both quantitative and qualitative information, including detailed market size, installed base and forecast information on a worldwide basis, as well as detailed country breakouts.

The Radicati Group works with corporate organizations to assist them in selecting the right products and technologies to support their business needs, as well as with vendors to define the best strategic direction for their products. We also work with investment firms on a worldwide basis to help them identify and assess new investment opportunities.

The Radicati Group, Inc. is headquartered in Palo Alto, CA, with offices in London, Hong Kong and Melbourne.