



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

1900 EMBARCADERO ROAD, SUITE 206 • PALO ALTO, CA 94303 • TEL. 650-322-8059 • FAX 650-352-2201

Inbox Management Solutions Market 2011-2015

Editor: Sara Radicati, PhD; Principal Analyst: Daniel Oh

SCOPE

This study provides an analysis of the Inbox Management Solutions market in 2011 and its potential growth over the next four years. The study provides a detailed analysis of market trends, drivers, barriers, as well as the penetration of these solutions relative to email.

The study provides data on current market size, vendor installed base and revenue market share, and forecasted market growth (i.e. revenues) from 2011 to 2015. All market numbers, such as market size, forecasts, installed base, revenue information, and any financial information presented in this study represent worldwide numbers, unless explicitly otherwise indicated. All revenue numbers are expressed in \$USD.

METHODOLOGY

The data and analysis in this report is based on primary research conducted by The Radicati Group, Inc. It consists of data collected from vendors and corporate enterprises via interviews and surveys.

Secondary research sources have also been used to cross-check the data collected. These include company annual reports and market size information from various related market segments of the computer industry. The focus of this research was worldwide.

EXECUTIVE SUMMARY

- Inbox Management is the process that brings more efficiency to the inbox by organizing and providing deeper context to inbox information. With Inbox Management Solutions, users can better manage incoming emails and attachments, as well as organize their contacts to gain a deeper understanding of their business network through more detailed contact information.
- The Inbox Management Solutions market is a relatively new category, with many new vendors establishing themselves within the last five years. The demand for Inbox Management is directly tied to the problem of inbox overflow, where users are bombarded with hundreds of daily emails and are often maintaining an address book with over a thousand contacts.
- The combination of business emails, personal emails, spam emails, and “bacn” emails can flood the user’s inbox on a continuing basis. One of the driving purposes behind Inbox Management Solutions is to help organize emails by properly sorting them into appropriate groups through folders or labels and/or by applying appropriate prioritization to each message.
- In addition to emails, many businesses have problems with locating specific contacts over multiple networks and contact lists. Business users can waste time by failing to identify the appropriate contact. As a result, another key driver behind Inbox Management is the need for better contact management. Inbox Management Solutions can help the user consolidate their business network, eliminating the need to search through different contact lists to find a specific contact, as well as provide more information behind each contact to help users find the most appropriate one.
- Most Inbox Management solutions work with other email clients. They operate as plug-ins and add-ons to clients such as IBM Lotus Notes, Microsoft Outlook, Google Gmail, Yahoo! Mail, and more. In addition, all email clients have some basic Inbox Management capability, or as in the case of Google Gmail and Yahoo! Mail, embed some form of automatic email sorting into their clients.
- Currently, Inbox Management solutions deal primarily with email and contact management. However, as mail clients begin to take in other messaging forms, inbox management solutions will most likely evolve to handle multiple messaging streams, such as SMS messages, voice messages, and social networking messages.

- In 2011, the average business user receives 71 emails and sends 34 emails per business day. This is projected to continue increasing to 79 emails received and 38 emails sent in 2015.
- Table 1 shows the average number of business emails sent and received per user/per day.

Business Email	2011	2012	2013	2014	2015
Avg. # of Emails Sent/Received per User/Day	107	110	113	115	117
Average Number of Emails Received	73	75	77	78	79
Average Number of Emails Sent	34	35	36	37	38

Table 1: Corporate Emails Sent/Received per User/Day, 2011 - 2015

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