

THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM

Enterprise 2.0 Software Market, 2008-2012

<http://www.radicati.com>

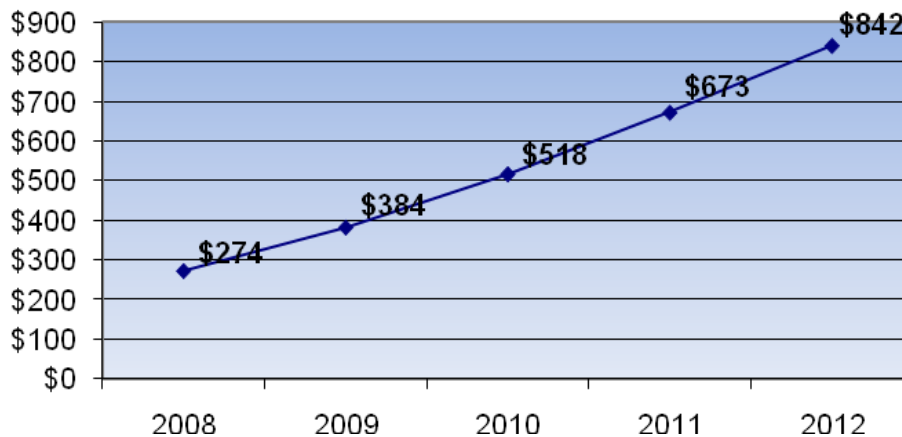
Cost – US \$3,000 by company P.O. or \$2,500 by credit card

A comprehensive analysis of the *Enterprise 2.0 Software Market* comprising business social networking solutions which include wikis, blogs, social networking, social bookmarking, and more. The report provides:

- ⊗ Market Size, Vendor Product Installed Base and Revenue Market Share, Four-Year Forecasts, Breakouts by Region and Business Size.
- ⊗ Market Trends, Drivers and Barriers.
- ⊗ In-depth analysis of leading market players such as: *Atlassian, Awareness, Huddle, IBM, Jive Software, Leverage Software, Microsoft, MindTouch, Mzinga, Novell, Oracle, SocialText, Telligent, and TWIKI.NET.*

This report is intended for Organizations, Vendors, and Investors who need to make informed decisions about the Enterprise 2.0 Software Market.

**Enterprise 2.0 Software Market Revenue Forecast,
2008-2012**



Headquarters: 595 Lytton Avenue
Palo Alto, CA 94301
phone: (650) 322-8059
fax: (650) 322-8061

Europe: 29E Fitzjohns Avenue
London NW3 5JY, UK
phone: +44 (0) 20 7794-4298
fax: +44 (0) 20 7431-9375

TABLE OF CONTENTS

SCOPE	9
METHODOLOGY	11
EXECUTIVE SUMMARY	13
CHAPTER ONE	17
1.1 MARKET DEFINITION	19
1.2 MARKET SEGMENTATION.....	21
1.3 MARKET ANALYSIS.....	23
1.3.1 BENEFITS OF ENTERPRISE 2.0 SOFTWARE.....	24
1.3.2 BARRIERS TO ENTERPRISE 2.0 SOFTWARE	26
1.4 ENTERPRISE 2.0 SOFTWARE	29
1.4.1 ENTERPRISE 2.0 SOFTWARE MARKET SHARE.....	31
1.4.2 ENTERPRISE 2.0 SOFTWARE MARKET FORECAST	34
1.4.3 ENTERPRISE 2.0 SOFTWARE BY REGION	35
1.4.4 ENTERPRISE 2.0 SOFTWARE BY BUSINESS SIZE	36
1.5 WIRELESS ENTERPRISE 2.0.....	39
1.6 CONSUMER SOCIAL NETWORKING SOFTWARE.....	41
CHAPTER TWO	43
ATLASSIAN	45
AWARENESS	49
HUDDLE.....	53
IBM.....	57
JIVE SOFTWARE	61
LEVERAGE SOFTWARE.....	65
MICROSOFT.....	69
MINDTOUCH, INC.	73
MZINGA	77
NOVELL	81
ORACLE	85
SOCIALTEXT	89
TELLIGENT.....	93
TWIKI.NET.....	97
FACEBOOK.....	101
LINKEDIN	105
MYSPACE	109

LIST OF FIGURES

FIGURE 1: ENTERPRISE 2.0 SOFTWARE MARKET REVENUE, 2008 - 2012	15
FIGURE 2: ENTERPRISE 2.0 SOFTWARE INSTALLED BASE MARKET SHARE, 2008	33
FIGURE 3: ENTERPRISE 2.0 SOFTWARE REVENUE MARKET SHARE, 2008	34
FIGURE 4: ENTERPRISE 2.0 SOFTWARE MARKET REVENUE FORECAST, 2008 – 2012.....	35
FIGURE 5: ENTERPRISE 2.0 SOFTWARE INSTALLED BASE BY REGION	35
FIGURE 6: ENTERPRISE 2.0 SOFTWARE IB BY BUSINESS SIZE, 2008 & 2012.....	37
FIGURE 7: FACEBOOK MOBILE ON IPHONE	39
FIGURE 8: CONSUMER SOCIAL NETWORKING INSTALLED BASE, 2008.....	42

LIST OF TABLES

TABLE 1: ENTERPRISE 2.0 SOFTWARE MARKET REVENUE, 2008 - 2012	14
TABLE 2: ENTERPRISE 2.0 SOFTWARE MARKET SHARE, 2008.....	31
TABLE 3: ENTERPRISE 2.0 SOFTWARE MARKET FORECAST, 2008 - 2012	34
TABLE 4: CONSUMER SOCIAL NETWORKING INSTALLED BASE MARKET SHARE, 2008	41