

**LIGHTREADING'S**  
**Enterprise VOIP**  
**insider**  
TARGETED ANALYSIS OF BUSINESS-CLASS VOICE APPLICATIONS

# Voice Over IM: The Next VOIP Disrupter

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### Report Highlights

**VOIM is poised to become** a mainstream application that could have significant revenue repercussions for VOIP service providers

**VOIM users want one all-**inclusive communications experience, spanning voice, video, messaging, and more

**There are scores of VOIM** service providers, offering services in tremendously varied ways

**Certain features have** emerged as must-haves; VOIM service providers are scrambling to differentiate by developing new features

**Although most VOIM** providers are focused on the consumer market, the business market holds tremendous promise

**Before VOIM can succeed,** interoperability must be established between different services

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