

Telecommuting Penetration Among Businesses Has More Than Doubled In A Decade

SMB Telecommuting Has Increased By More Than Five Times

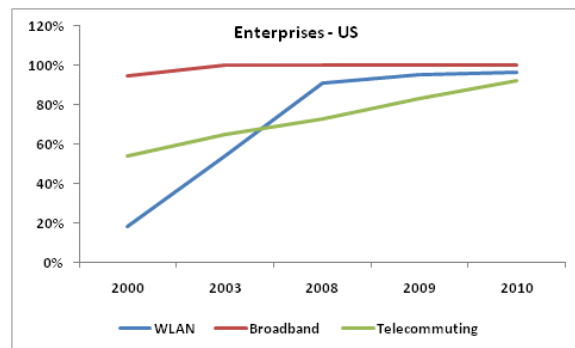
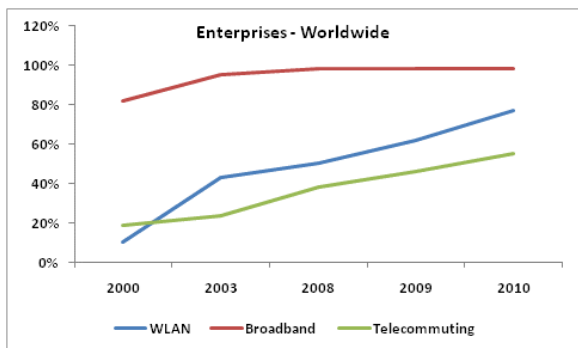
San Jose, CA, May 27, 2009: Telecommuting penetration among global enterprises has reached a whopping 46 percent in 2009 and is expected to reach 55 percent in 2010. The rate has more than doubled since 2000 when it was only 19 percent. In the US the survey results are more profound where telecommuting is available in 83 percent of businesses and is forecast to increase by another 10 percent by 2010.

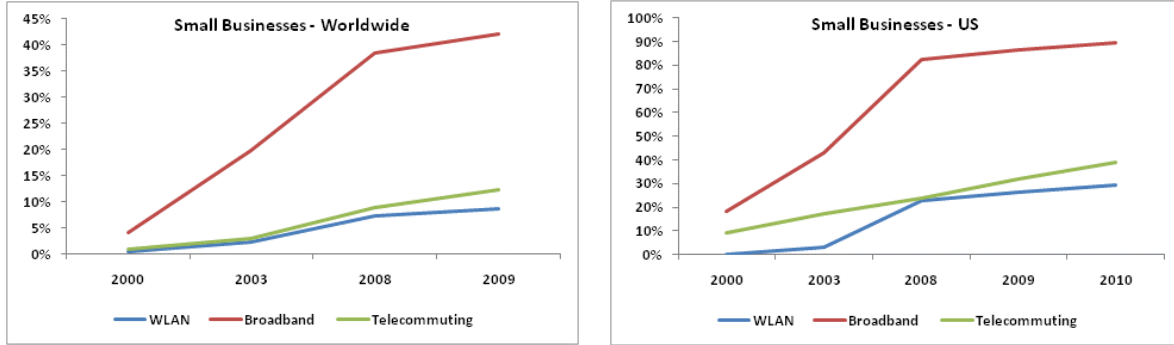
Telecommuting is defined as an arrangement by which an employer allows its employees to work from home at least 4-5 days a month. Satellite offices are excluded from the definition.

The change is even more dramatic among global SMBs where telecommuting penetration has gone up from 1 percent in 2000 to 12 percent in 2009 and is expected to reach 16 percent in 2010.

The Established markets already had many policies in place to support telecommuting. In the last the last 3 years the Emerging Markets have taken the lead due to accelerated adoption of technologies that support telecommuting; namely, broadband connectivity within businesses and households, VPN connectivity and wireless LAN adoption along with the proliferation of notebooks.

Many enterprises have also taken advantage of Remote Managed PC Services offerings to help provide support to its employees that telecommute. The global enterprise remote managed PC services stands at over 5 percent in 2009.





“Telecommuting was envisioned to help employees keep a balance between work and family life thereby improving productivity. However, unknowingly, an unexpected advantage was witnessed – Green IT. Conservation of energy and promotion of Green IT is now rapidly taking the forefront of the reasons for telecommuting. In today’s environment, by allowing and encouraging telecommuting, enterprises are actively contributing towards carbon reductions in the environment”, says Anurag Agrawal, Techaisle.

About Techaisle

Techaisle is a market research and consulting company whose main focus is providing actionable data delivered as an answer to a specific question. Clients use our database for marketing services including channel lead generation in emerging markets. Techaisle has pioneered a business model which is very different from traditional market research organizations. We provide flexible data delivery as well as sales & marketing data integration services. Our segmentation algorithms are easily understood, easily deployable and drive actual sales. Customized data to suit client’s individualized and specific needs is available for secure online purchase at www.marketviewportal.com.

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