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ComReg survey illustrates the benefits of competition in the telecoms sector

The Commission for Communications Regulation today published the results of its annual survey of the telecommunications needs of Small and Medium Enterprises (SMEs).

ComReg's survey revealed that 71% of businesses believe there are savings to be made by changing their supplier. The survey of over 300 companies nationwide examined the SME sector's usage of and attitudes to fixed, mobile and internet services. The following are the main points of the survey:

- 71% of SME respondents believe there are savings to be gained by changing telecoms supplier, up from 64% in 2003.
- Just under a third of SMEs are likely to invest in a range of telecoms solutions in the coming year including, fixed wireless access, firewall security technology, VoIP telephony and 3G telephony.
- Awareness of carrier pre-select remains high among respondents. 79% of respondents said they were aware of the product.
- Despite being launched less than six months ago, Wholesale Line Rental has already been adopted by 8% of SMEs. ComReg expects this figure to grow in 2005 as more providers offer the service.
- Price is the primary driver for SMEs when selecting a supplier of fixed line or mobile services.
- SMEs are increasingly adopting DSL as their preferred method of internet access at the expense of dial-up and ISDN connections. In 2004, 28% of respondents stated that they use DSL, compared with just 10% in 2003.
- SMEs are increasingly using the internet as a business tool in transactions with suppliers and customers, availing of more sophisticated applications such as online purchasing and payment.

The SME survey – ComReg 05/05 – is available in the publications section of the ComReg website - www.comreg.ie

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