

# The Next Level of Enterprise Communication

**Emerging UC&C Tools** Influence Business Growth

## UC&C **DEFINED**

Unified communications and collaboration (UC&C) solutions are designed to provide flexible ways of delivering, managing and supporting all of the various types of IP communications that an organization requires in both horizontal and vertical industry business processes and applications.\*



**ADVANCED TELEPHONY CALLING** 

**MAJOR UC&C TECHNOLOGIES IN 2012 INCLUDED:** 



**AND MANAGEMENT** 



UNIFIED MESSAGING (UM) (EMAIL, FAX, AND VOICE MESSAGING COMBINED)



WEB CONFERENCING, **AUDIO CONFERENCING, AND VIDEO CONFERENCING** 



**INSTANT MESSAGING (IM)** 



PREVALENT IN 2015, BUT THERE IS INCREASED FOCUS ON:

THESE TECHNOLOGIES ARE STILL



**COLLABORATIVE APPLICATIONS** (ENTERPRISE SOCIAL, FILE SHARING)



**VIDEO CONFERENCING AND** TELEPRESENCE SYSTEMS **AND EQUIPMENT** 





**MOBILE UC&C HARDWARE, SOFTWARE AND APPLICATIONS** 



## SIGNIFICANT GROWTH AHEAD

of organizations currently use/run **UC&C** solutions.

62% ENTERPRISE / 49% SMB

plan to implement/ upgrade UC&C solutions within 3 years.

56% ENTERPRISE / 66% SMB

**AVERAGE TOTAL UC&C BUDGET** 

\$8.1M ENTERPRISE / \$551K SMB

## IMPLEMENTATION PLANS = INCREASED SPENDING

OF ORGANIZATIONS EXPECT THEIR UC&C BUDGET TO INCREASE

39% ENTERPRISE / 28% SMBs

**THEIR BUDGET?** 

**WEB, AUDIO AND** 

**SERVICES** 

**VIDEO CONFERENCING** 

ON AVERAGE, BUDGETS WILL INCREASE BY



44%

IP TELEPHONY (IPT) **CALLING & MANAGEMENT:** IP PHONES



PRIMARY DRIVERS FOR UC&C INVESTMENTS ARE ...









**ENTERPRISE LEADS INNOVATIVE UC&C MOVEMENT** 

will invest in video conferencing & telepresence systems and equipment. VS. **32%** SMBs

of enterprise orgs

**UC&C** hardware, software & applications. VS. **31%** SMBs

of enterprise orgs

will invest in mobile

**EMERGING TECH SOLUTIONS FOR ENTERPRISE** 

telepresence technologies?

SIGNIFICANT/MODERATE INVESTMENT

### How important is the use of video conferencing Does/will your organization invest in

CRITICAL/VERY IMPORTANT

to your organizations UC&C solutions?

**ENTERPRISE** 

**SMB VIDEO RISING AMONG EMPLOYEE AND CUSTOMER COMMUNICATION** 



### **VIDEO USES FOR** INTERNAL COMMUNICATION





EXTERNAL COMMUNICATION

49%

42%

55%



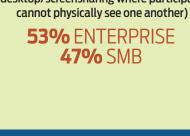




**TELEPRESENCE** 

**TECHNOLOGIES** 





(100%)

18%

17%

19%



22%

19%

25%

26%

22%

32%



7%

5%

8%

(majority cloud-based

with some on premises)

21%

22%

20%

13%

20%

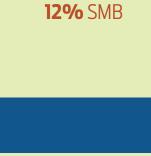
20%

25%

15%

7%

(100%)



OVERALL

**SMB** 

**ENTERPRISE** 

**TELEPRESENCE** 

**TECHNOLOGIES** 

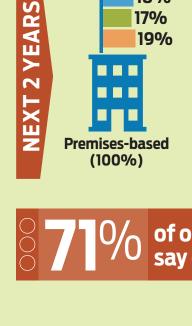
**23%** ENTERPRISE



### CURRENTLY **Premises-based** Hosted/cloud **Hybrid** Hybrid

(majority premises-based

with some cloud)





Hybrid

(majority premises-based

with some cloud)







OVERALL

**SMB** 

**ENTERPRISE** 

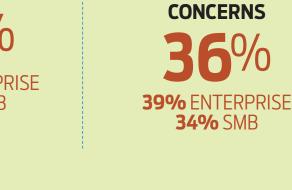


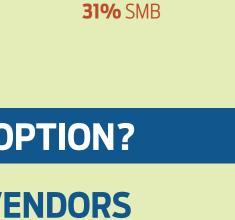
TOP UC&C IMPLEMENTATION CHALLENGES

SECURITY/PRIVACY



**COST/FUNDING** 





**36%** ENTERPRISE



**TOP FACTORS WHEN EVALUATING VENDORS** 



**63%** ENTERPRISE **54%** SMB



**42%** ENTERPRISE **50%** SMB



**40%** ENTERPRISE **51%** SMB

ENTERPRISE

For more information, visit: www.idgenterprise.com/contact-us