Unified Communications is Migrating to ‘The Cloud’

In-Stat

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Unified communications is migrating to 'the cloud', as vendors begin positioning it as a service rather than a product, reports In-Stat http://www.in-stat.com [1]. Infrastructure providers like Cisco, Broadsoft, and Microsoft are now working closely with providers of hosted VoIP services.

Several flavors of unified communications are emerging from the 'cloud'. There are versions that operate as a hybrid mix of customer-owned equipment with managed/hosted services targeting mid-size businesses, those that act as fully hosted offerings with smaller businesses in mind, and those that are revamped broadband telephony services targeting SOHO users.

Unified communications has yet to achieve its full potential. However, two trends are poised to enhance the richness of unified communications:

1) SIP Trunking, now touted as a cost saving mechanism, will ultimately enable the interconnection of unified communications islands.

2) The wireless industry's evolution toward higher data rates is extending unified communications to smartphones and other wireless data devices.

Recent research by In-Stat found the following:

- As the world economy rebounds, so will unified communications with total revenues (product + service) growing to $39.7 billion in 2013.
- Avaya, Cisco, and Nortel continue to trade places for the lead in the unified messaging market, although Avaya will soon have the clear lead upon completion of its Nortel acquisition.

This Market Alert is drawn from the In-Stat research, Global Unified Communications Emerges From the Cloud ***[2]*** (#IN0904352CT), which covers the worldwide market for unified communications (UC). It includes:

- Examination of market trends across market segments.
- Forecasts for products and services sold as part of a UC solution through

2013.
- 2008 and 1H 2009 messaging market end-user revenues.
- Profiles of managed/hosted unified communications providers: Alteva, Cbeyond, Orange Business, Verizon Business, CallTower, Chinook Hosting, LightEdge, Outsourcery, and Smoothstone.
- Analysis of an In-Stat survey of 1,000 US-based VoIP decision makers.

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http://www.instat.com/catalog/ecatalogue.asp?id=18 [4]

The price is $3,495 (US).

This research is part of In-Stat's Business IP Communications service. Growth in the business IP market has tremendous potential to disrupt the traditional telephone industry on multiple levels. Service providers, equipment manufacturers and systems integrators are increasingly offering different types of business VoIP solutions. IT managers and C-level executives recognize the cost savings and flexibility that VoIP solutions can bring to their businesses, but issues remain before comprehensive adoption takes place, such as security, integration and end-user transparency. Business adoption of IP communications will also be influenced by how companies integrate other communications functionalities, such as wireless connectivity via Wi-Fi and WiMAX, IM, and video applications.

Related In-Stat research:

Business FMC and Mobile Integration Overview 2008 [5]

Business FMC Adoption Remains a Challenge in an Increasingly Mobile World [6]

Mobile VoIP – Transforming the Future of Wireless Voice [7]

True Collaboration Key to Video Conferencing Adoption [8]

2008 IP PBX Worldwide Market Update [9]

2008 US Business VoIP Overview: Stick to Fundamentals [10]

More Information on this Research

- **Title:** Global Unified Communications Emerges From the Cloud
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- **Publication Date:** December 2009
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