

# Unified Communications & Collaboration Intelligence Service

## Part of the Digital Workplace Service Area Package

Qualitative and quantitative analysis of the UC&C market for service providers and vendors, exploring competitive forces and market dynamics to help both compete strategically and tactically.

**PRODUCT OVERVIEW | Unified  
Communications & Collaboration  
Intelligence Service**

The VMware logo, consisting of the letters 'VMware' in a bold, black, sans-serif font. The 'V' is stylized with a dot on its left side. The logo is positioned in the bottom right corner of the slide.

**VMware**

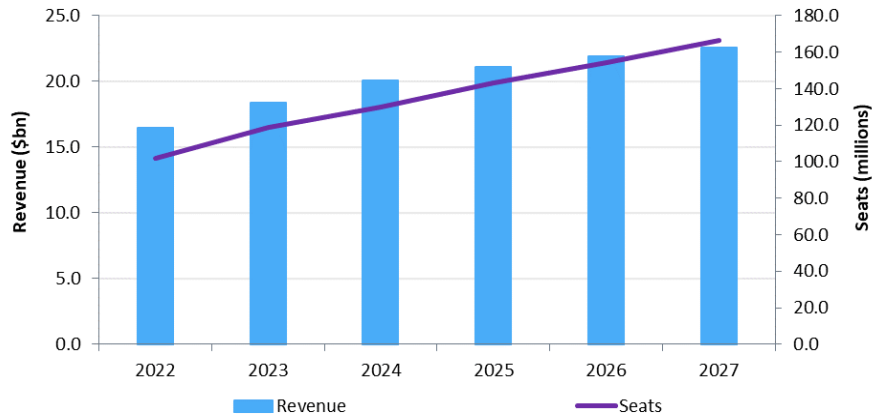
“ Hybrid work is here to stay due to unsuccessful return-to-office efforts and resistance to mandated office attendance. Enterprises must adapt by enhancing conference room video equipment so that employees in that conference room can be seen and heard as if they were joining a meeting from a laptop. Furthermore, many organizations will begin adopting mobile UCaaS telephony plans where the mobile phone number becomes the UCaaS phone number, ushering in the age of Business Mobile Communications. ”

**Brent Kelly**  
*Principal Analyst*

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## UCaaS revenue and seat forecast



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## HOW OMDIA HELPS YOU

- Size the market for UC&C and predict future demand
- Identify the emerging trends in communication, collaboration, and devices and how the technology is evolving
- Understand how CSPs and vendors can stay relevant and grow in a turbulent market

## NEW ENHANCEMENTS

- Visual dashboards showing UCaaS, CCaaS, PBX, and Video Equipment seats and revenues split by region and country
- CPaaS Universe
- UC Market Landscape
- MultiCaaS Market Landscape

## KEY QUESTIONS ADDRESSED

- What are the market sizes and forecasts for workspace technologies including voice, video, UC, conferencing, and team collaboration?
- What is the competitive landscape for enterprise voice, video, and UC equipment and services?
- How is the market for premises-based audio/video solutions evolving to managed services delivered from the cloud? What does this future look like for CSPs?
- As team collaboration gains broader adoption, how does the role of these technologies evolve as business operations platforms?
- What are the emerging trends in collaborative meeting services, and how are market dynamics shaping this rapidly growing segment?

Source: OMDIA

OMDIA

# Unified Communications & Collaboration: Our Expert Analysts



**Brent Kelly**  
*Principal Analyst*



**Prachi Nema**  
*Principal Analyst*



**Tim Banting**  
*Practice Leader*

# Unified Communications & Collaboration: Deliverables



## MARKET TRACKERS

Market share, sizing, and forecasts for premises-based unified communications, UC as a Service, SBCs, VoIP gateways, CPaaS, and video conferencing equipment and peripherals.



## REPORTS

Data and analysis of Unified Communications PBXs, SBCs, VoIP Gateways, UCaaS, SIP trunking, collaborative meeting services, and team collaboration.



## DASHBOARDS

Market dashboard providing regional and country-level data on sizing and forecasts for trackers.



## SURVEY REPORT

Enterprise surveys focusing on usage, buying trends, and deployment models for the Unified Communications and Collaboration market.



## ANALYST INSIGHTS

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

# Quantitative Research (1/3)

## Enterprise On-Premises Voice Equipment Market Tracker

Shipments, analysis, trends, and five-year forecasts for premises-based enterprise voice communications systems

### DETAILS

**Frequency:** Quarterly

#### Coverage

#### Measures

- Vendor market shares
- Revenue
- Licenses
- Handset Units
- PBX
- Phones (deskphones)

- Asia & Oceania
- EMEA
- Latin America & Caribbean
- North America

## Enterprise Video Conferencing Equipment and Peripherals Market Tracker

Forecasts, shipments, analysis, and trends for dedicated video conferencing systems

### DETAILS

#### Measures

- Vendor market shares
- Revenue
- Units
- Endpoints (Multipurpose room, Desktop, Videophones, Videobars, collaboration boards)
- Infrastructure (MCUs, other)
- Video peripherals (Conference cameras)
- Audio peripherals (Enterprise headsets)

#### Coverage

- Asia & Oceania
- EMEA
- Latin America & Caribbean
- North America

# Quantitative Research (2/3)

## Enterprise SBCs and VoIP Gateways Market Tracker

Shipments, analysis, trends, and five-year forecasts for on-premises enterprise session border controllers (SBCs) and voice over IP (VoIP) gateways

### DETAILS

**Frequency:** Bi-annual

#### Coverage

- Asia & Oceania
- EMEA
- Latin America & Caribbean
- North America

#### Measures

- Vendor market share
- Revenue
- SBC Sessions
- VoIP Gateway Ports
- Enterprise SBCs
- Enterprise VoIP gateways

## Collaborative Meeting Services Market Report

Forecasts, analysis, and trends for cloud video conferencing services

### DETAILS

**Frequency:** Annual

#### Coverage

- Asia & Oceania
- EMEA
- Latin America & Caribbean
- North America

#### Measures

- Revenue
- Market Share
- Cloud video conferencing

# Quantitative Research (3/3)

## UCaaS Market Report

Forecasts, analysis, and trends for Unified Communications-as-a-Service (UCaaS) seats that include telephony, messaging, and collaboration

### DETAILS

**Frequency:** Bi-annual

#### Coverage

- Asia & Oceania
- EMEA
- Latin America & Caribbean
- North America

#### Measures

- Revenue
- Seats
- UC-as-a-Service

## SIP Trunking Services Market Report

Forecasts, analysis, and trends for Session Initiation Protocol (SIP) trunking services

### DETAILS

**Frequency:** Annual

#### Coverage

- Asia & Oceania
- EMEA
- Latin America & Caribbean
- North America

#### Measures

- Revenue
- Retail concurrent call paths
- Wholesale concurrent call paths
- SIP trunking services



# Qualitative Research Overview

## Unified Communication & Collaboration Enterprise Survey

Assesses the plans of enterprises using Unified Communications and Collaboration services and technology. Surveys ~400 North American enterprises about UC&C strategies, investment priorities, and deployment drivers and barriers.

## Video Conferencing Devices Survey Report

Assesses the plans of enterprises using collaborative meeting services and their deployment strategies for meeting room video conferencing equipment & personal devices. Surveys ~200 European enterprises about collaborative meeting services, video endpoints, and peripherals deployment drivers and barriers, implementations, applications, cloud service provider selection criteria, and their ratings of video equipment and devices' features based on key selection criteria

## Omdia Universe: CPaaS

Profiles, analyzes, and ranks leading Communication Platform as a Service providers based on measurable data, market sizing, and solution capability.

## Omdia Universe: UCaaS

Profiles, analyzes, and ranks leading global Unified Communications as a Service providers based on measurable data, market sizing, and solution capability.

# Related Content: Digital Workplace Service Area Coverage



## Service Area Package: **Digital Workplace**

Workplace Transformation Intelligence Service

Customer Engagement Intelligence Service

Unified Communications & Collaboration Intelligence Service

Enterprise Network Platforms Intelligence Service

## About Omdia’s Digital Workplace Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts leverage the most comprehensive industry dataset available to help you unlock value in entirely new and profound ways.

## Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help. Included in all subscriptions.

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**Shelley Hunter**  
*Customer Success  
Manager*



**Kâren Dyer**  
*Customer Success  
Manager*



# Get in touch!

 [customersuccess@omdia.com](mailto:customersuccess@omdia.com)

 [@Omdia](https://www.linkedin.com/company/omdia)

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# Thank you

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customersuccess@omdia.com

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