

Unified Communications & Collaboration Intelligence Service

Part of the Enterprise IT Market Pillar

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.

“ Today’s mobile and geographically dispersed workforce is causing businesses to transform their communication networks. With the proliferation of video and the need for communications flexibility, companies are migrating UC&C to the cloud, and increasingly adopting a platform-based approach. ”

Diane Myers
Chief Analyst

Unified Communications & Collaboration Intelligence Service

Part of the Service Provider Enterprise & Wholesale Research Service Area Package

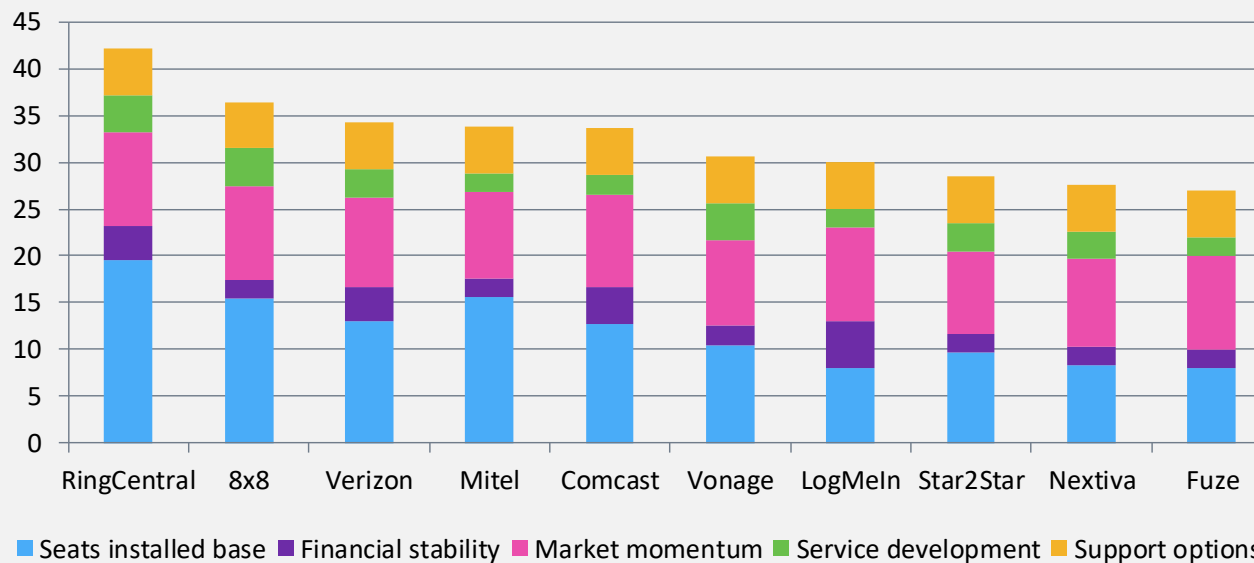
HOW OMDIA HELPS YOU

- Size the market for UC&C and predict future demand
- Identify the emerging trends in team collaboration and how the technology is evolving as a business operations platform
- Understand how CSPs and vendors can stay relevant and grow in a turbulent market

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?

North American UCaaS Leaders 2020



■ Seats installed base ■ Financial stability ■ Market momentum ■ Service development ■ Support options

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Unified Communications & Collaboration: Our Expert Analysts



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Unified Communications & Collaboration: Deliverables



MARKET TRACKERS

—Quarterly—

Market share, sizing and forecasts for unified comms., voice equipment, SBCs, VoIP gateways, and video conferencing systems



SCORECARDS & OMDIA UNIVERSE

—Annual—

Ranking and analysis of the top UCaaS and SIP trunking service providers in North America, based on concrete data and metrics



MARKET REPORTS

—Ongoing—

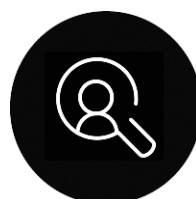
Data and analyses for UC as a service, SIP trunking, collaborative meeting services, VoIP and UC, managed UC and team collaboration



SURVEY REPORT

—Annual—

Three enterprise surveys analysis focusing on UC and collaboration and, SIP trunking & eSBC strategies, and video conferencing



ANALYST INSIGHTS

—Ongoing—

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



ANALYST ACCESS

—Ongoing—

Prompt responses to urgent and unique questions and quarterly briefings with analysts on research highlights.

Unified Communications & Collaboration: Market Trackers

All market trackers have same frequency and regional coverage

Frequency: Quarterly

Regions

- Worldwide
- North America (US and Canada)
- Europe, the Middle East, Africa (EMEA)
- Asia Ocean
- Latin America and Caribbean

Enterprise Unified Communication & Voice Equipment Market Tracker

Forecasts, analysis, and trends for premises-based PBX/KTS systems, IP phones, and unified communication

DETAILS

Measures

- Vendor market shares
- Revenues
- Licenses
- Units

COVERAGE

- PBX (TDM PBX, hybrid PBX, pure IP PBX)
- IP phone (deskphones, softphones)
- Unified communication

Enterprise SBCs and VoIP Gateways Market Tracker

Forecasts, analysis, and trends for enterprise session border controllers (SBCs) and voice over IP (VoIP) gateways by system size

DETAILS

Measures

- Vendor market share
- Revenue
- Sessions
- Ports

COVERAGE

- Enterprise SBCs
- Enterprise VoIP gateways

Enterprise Telepresence & Video Conferencing Equipment Market Tracker

Forecasts, analysis, and trends for dedicated video conferencing systems

DETAILS

Measures

- Vendor market shares
- Revenues
- Units

COVERAGE

- Infrastructure (MCUs, other)
- Endpoints (Multipurpose room, Desktop, videophones)
- Peripherals (conference cameras)

Unified Communications & Collaboration: Market Reports

All market reports have same frequency (unless otherwise noted) and regional coverage

Frequency: Annual

Regions

- Worldwide
- North America (US and Canada)
- Europe, the Middle East, Africa (EMEA)
- Asia Ocean
- Latin America and Caribbean

UC as a Service Market Report

Forecasts, analysis, and trends for the unified communications-as-a-service (UCaaS) market

DETAILS

Measures

- Revenue
- Seats

COVERAGE

- UC-as-a-service

SIP Trunking Services Market Report

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

DETAILS

Measures

- Revenues
- Trunks

COVERAGE

- SIP trunking services

Business VoIP & Unified Comm. (UC) Services Market Report

Forecasts, analysis, and trends for business VoIP and UC services

DETAILS

Measures

- Revenues
- Seats
- Trunks

COVERAGE

- SIP trunking
- UCaaS
- Managed IP PBX/UC

Unified Communications & Collaboration: Market Reports, continued

Collaborative Meeting Services Market Report

Forecasts, analysis, and trends for cloud video conferencing and web conferencing services

DETAILS

Frequency: Biannual

Measures

- Revenues
- Market shares

COVERAGE

- Cloud video and web conferencing services

Unified Communications & Collaboration: Scorecards & Universe

SIP Trunking Service Provider Scorecard

Profiles, analyzes, and ranks leading SIP trunking service providers in the US and Canada

DETAILS

Frequency: Annual

Profiles, analyzes, and ranks the leading SIP trunking service providers in the US and Canada based on measurable data, including installed base of trunks, financial stability, market momentum, service development, and support options

Omdia Universe: Collaborative Meeting Services

Profiles, analyzes, and ranks leading collaborative meeting services

DETAILS

Frequency: Annual

Profiles, analyzes, and ranks the leading collaborative meeting services based on measurable data, including customer experience, market sizing and solution capability.

UC as a Service (UCaaS) Scorecard - North America

Profiles, analyzes, and ranks leading UCaaS providers in the US and Canada

DETAILS

Frequency: Annual

Profiles, analyzes, and ranks the leading UCaaS providers in the US and Canada based on measurable data, including installed base of seats, financial stability, market momentum, service development, and support options

Unified Communications & Collaboration: Survey Reports

SIP Trunking & eSBC Strategies Survey Report

Assesses the plans of enterprises that use SIP trunking services and eSBCs

DETAILS

Frequency: Annual

Interviews with ~200 North American enterprises about SIP trunking and eSBC buying trends, deployment drivers and models, expenditures, capacity, interconnections, extensions, service providers installed and under evaluation, and more

Unified Comm. (UC) Strategies & Vendor Leadership N.A. Enterprise Survey Report

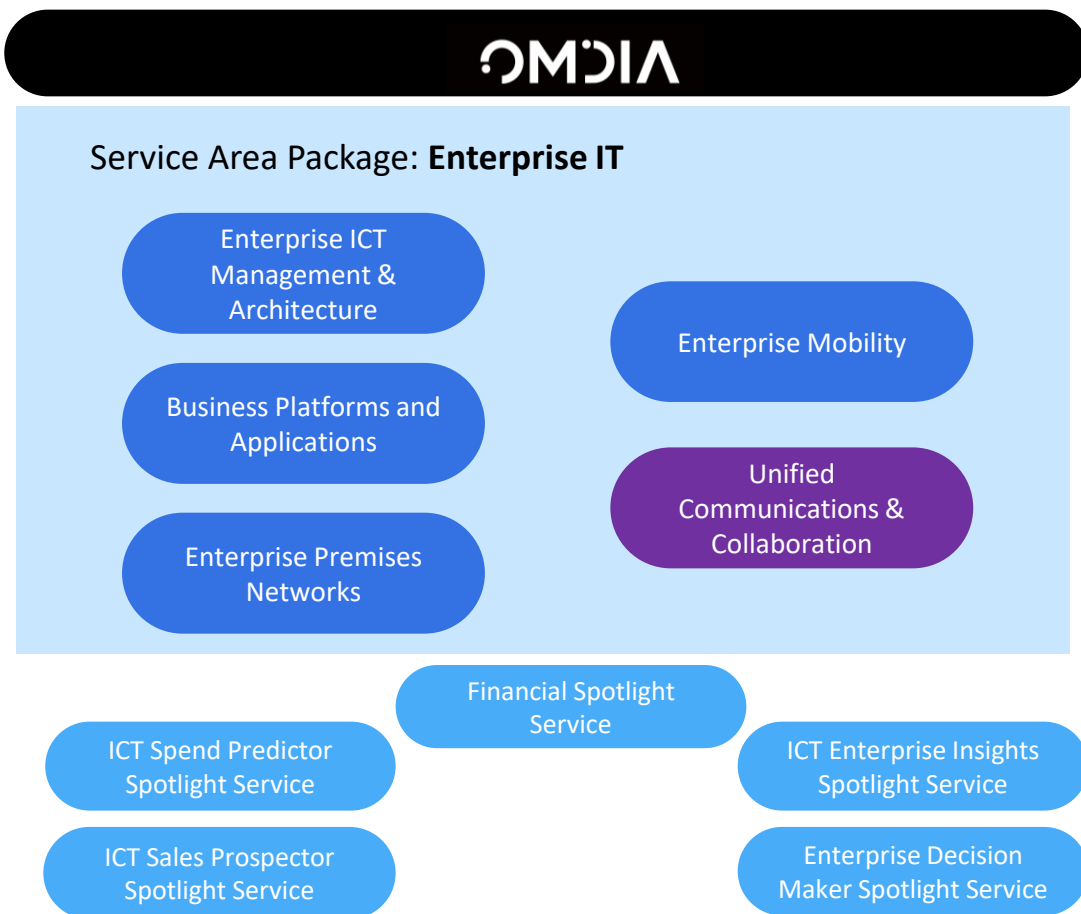
Assess the plans of enterprises using UC; includes enterprise ratings of UC vendors

DETAILS

Frequency: Annual

Interviews with ~175 North American enterprises about UC deployment drivers and barriers, implementations, applications, cloud UC plans, cloud service provider selection criteria, and their ratings of vendors on key selection criteria.

Related Content: Enterprise Technology Service Area Package



About Omdia's Enterprise Technology Research

World-class coverage of enterprise ICT strategy, platform evolution, and ICT management across the technology value chain.

Omdia helps enterprises and its technology suppliers understand the sector's ICT investment strategy and priorities, assessing how institutions are using technology to address business objectives.

Omdia's expert team of analysts provides strategic advice based on a robust foundation of market data to help enterprises and enterprise vendors transform how they build and sell solutions to the enterprise market.

Supporting datasets include deal activity levels, primary perspectives on short-term investment priorities, institutions-specific breakdown of technology spending, and market forecasts of future spending trends by software market.

Spotlight services offered alongside the Enterprise Technology Service Area include deep analysis into specific verticals & applications, with particular focus given to the financial services technology industry covering the banking, payments and insurance sectors. Also available as Spotlight Services are Omdia's robust data tools that provide insight into enterprise ICT spending, contract procurement and decision making.