What’s the State of Play in Business Collaboration?

**The Market is Growing**
The global communications and collaboration market will total $38B in 2018 with an annual projected growth rate of 11%.

- **Investment drivers are well defined**
  - The top priorities for UC in the next three years:
    - Improve business process
    - Lower TCO
    - Provide access for mobile and remote employees

**And development is accelerating**
The number of businesses that already provide or plan to provide UC&C tools to employees within the next two years is on the rise:

- 90% rate quality as critical for meeting services.

**But desk phones still lead the pack**
Desktop phones were the top devices used to access UC capabilities.

- 57% said increase.
- 28% said stay the same.
- 7% said decrease.

**And hybrid is the preferred deployment model**

- 50% of enterprises are considering hybrid UC deployments.

**Looking to improve the way your organization connects, communicates and collaborates? Avaya can help!**

**Avaya is redefining unified communications to be your natural, convenient way to engage, respond, and share:***

- 81% DX Cloud
- 80% Desktop Phone
- 80% Mobile Phone
- 75% Video Conferencing

**True Unified Communications From Avaya**

- Multimedia Collaboration Within Reach
- Clear, reliable VoIP

**Leverage existing on-premises investments**

- 61% of respondents identified web browsers as their use of UC capabilities. 49% said Mobile/smartphone.
- 70% use a combo of phone and desktop.

**Over 80% of organizations are considering hybrid UC deployments.**

**The Top Reasons?**
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