

# UC&C: From Digital Imperative to Strategic Enabler of Experiential Collaboration

UC&C platforms and devices have evolved from merely enabling virtual meetings to AI-powered experiential platforms that drive enriched experiences and enhance collaboration.

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## The UC&C Market Continues to Grow Steadily

The worldwide UC&C market is expected to grow at a 6% CAGR during 2023-2028.



Source: IDC's Worldwide Unified Communications and Collaboration Quarterly Tracker, 3Q23, December 2023

## UC&C Technologies Are Now Pervasive

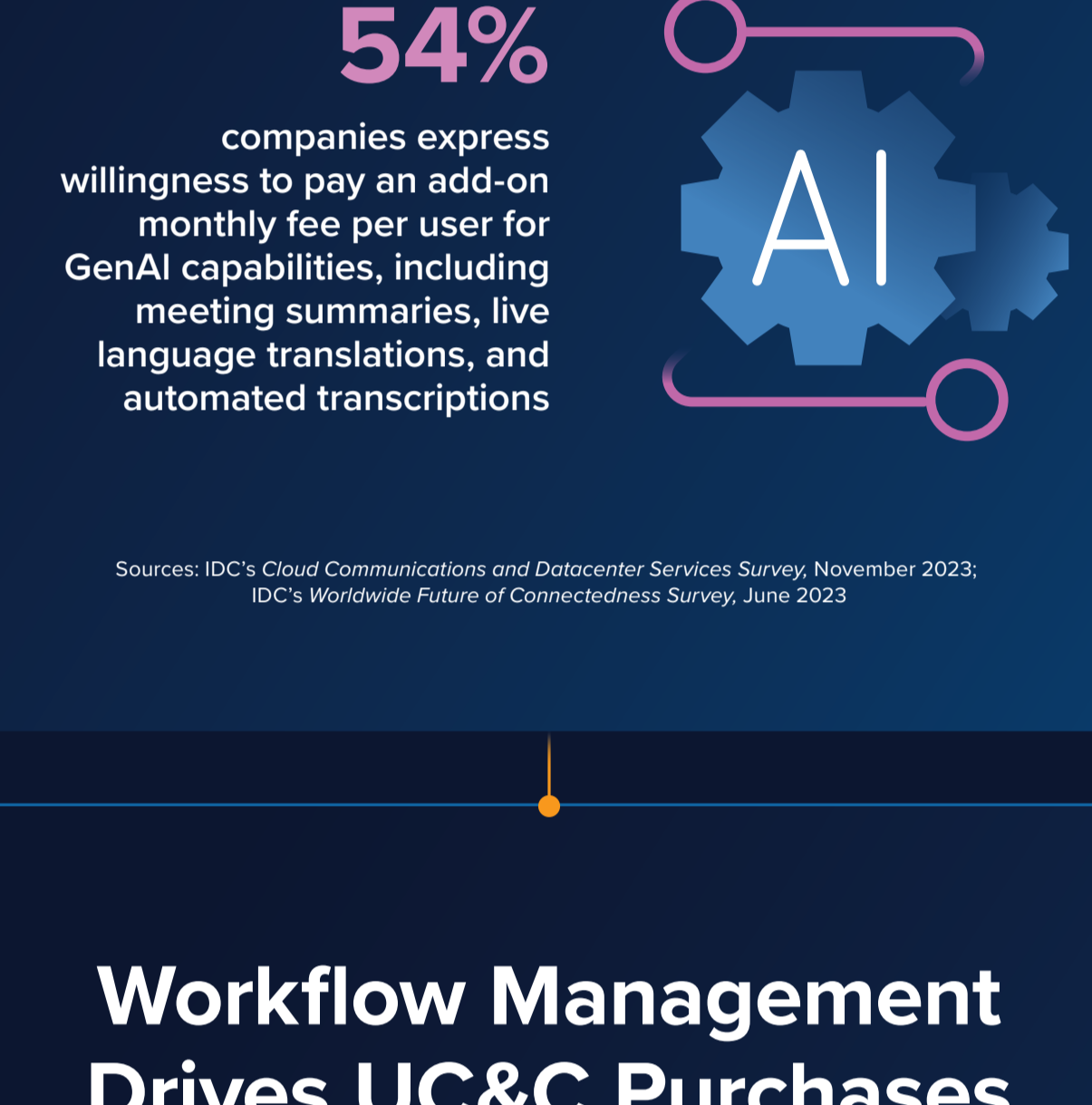
Businesses indicate wider adoption rates across multiple UC&C technologies.



Source: IDC's Cloud Communications and Datacenter Services Survey, November 2023

## Businesses Are Increasingly Investing in UC&C Solutions

Despite pervasive adoption of UC&C, investments in these technologies are growing to enhance productivity and collaboration.



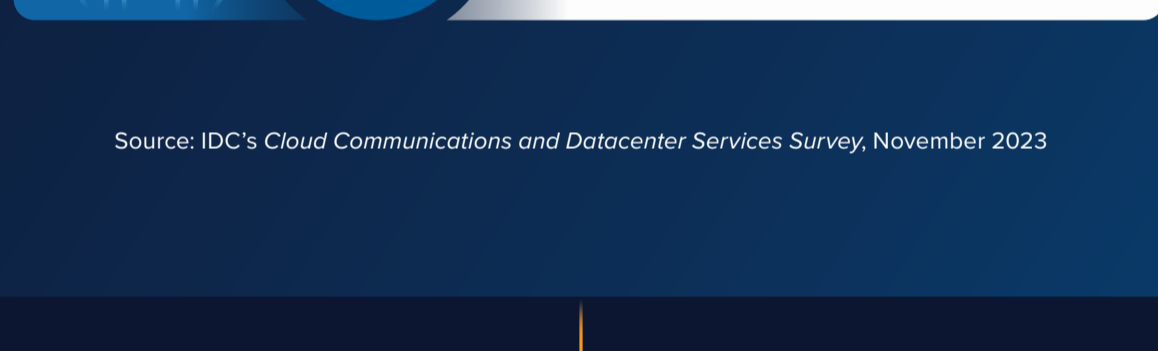
Sources: IDC's Cloud Communications and Datacenter Services Survey, November 2023; IDC's Worldwide Future of Connectedness Survey, June 2023

## Workflow Management Drives UC&C Purchases

Nearly one-third of businesses want their UC&C platforms to help improve workflow management between front-end and back-end employees.

Most important UC&C goals for companies in the next 12-18 months:

(% share of companies citing a benefit as most important for them to achieve with their UC&C solution in the next 12-18 mmonths)



Source: IDC's Cloud Communications and Datacenter Services Survey, November 2023

## Cloud and Hybrid UC&C Deployments Continue to Lead

While nearly 79% of all UC&C deployments are cloud only or hybrid, on-premises deployments still hold a significant 21% share.



Source: IDC's Cloud Communications and Datacenter Services Survey, November 2023

## Businesses Demand AI-Powered, Integrated UC&C Solutions

Companies seek comprehensive, AI-powered UC&C solutions that are integrated with contact center capabilities to deliver a common experience for both employee and customer communications.

**81%** of companies consider it important for their UC&C solution to include integrated contact center capabilities

Top five capabilities critical to a UC&C solution purchase:



Sources: IDC's Future Enterprise Resiliency & Spending Survey, Wave 8, September 2023; IDC's Cloud Communications and Datacenter Services Survey, November 2023

## Adopt integrated, interoperable, secure, and AI-powered UC&C solutions to drive enhanced productivity and collaboration.

- Businesses are consolidating their UC&C solution providers, favoring integrated and interoperable platform providers that unify UC&C and contact center communications to deliver equitable customer and employee experiences along with comprehensive managed services.
- Organizations seek real value from GenAI through enhancements led by audio-video intelligence, automated content creation, and actionable insights/analytics.
- Cloud adoption remains key to incorporating flexibility and proactiveness in delivering innovative and equitable experiences to employees.
- Improving collaboration and productivity will require investments in UC&C platforms, videoconferencing solutions for physical spaces, and IP telephony or voice calling solutions.

Source: IDC's Future Enterprise Resiliency & Spending Survey, Wave 8, September 2023

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