

What's the State of Play in Business Collaboration?



The Market is Growing

\$38B

The global communications and collaboration market will total **US\$38 Billion in 2018** with an annual projected growth rate of **11%**.

From 2017 to 2021 Mobile UC&C solutions are expected to grow at **18%**.¹

Because user needs and priorities are changing

70%

of CIOs rate integrated communications among top needs.³

75%

identified communications/collaboration tools integration with other business software as critical to digital transformation success in the next 5 years.⁴

The global mobile workforce is set to increase to **1.87 billion** people or **42.5%** of the global workforce by **2022**.²

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**

CIOs identified "Improve productivity" as the top investment driver for 2017 to 2019.⁴

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:⁴

81%

UC Clients

80%

Team Collaboration Tools

80%

Huddle Room Video Conferencing

CIOs identified "Improve productivity" as the top investment driver for 2017 to 2019.

Because it works!

90%

of businesses who have deployed UC have reported an increase in collaboration volume, with half noting an increase of **50% to 100% or more**.⁶

In the new connected world, **experience is everything!**

90%

rate quality as **critical** for meeting services.³

Accessing UC Solutions remain varied

61%

of respondents identified web browsers as the device used to access UC capabilities. 49% said Mobile/smartphone.⁵

70%

use a combo of phone, PC and mobile.³

But desk phones still lead the pack

Desktop phones were the top devices used to access UC capabilities.⁵

57%

indicated that future desk phone usage would increase

28%

said stay the same and only 15% said decrease.⁵



And hybrid is the preferred deployment model

50%

Over 50% of organizations are considering hybrid UC deployments.

The Top Reason?

Leverage existing on-premises investments.⁵

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:

[True Unified Communications: Avaya Equinox](#)

[Modern, personalized desktop experiences](#)

[Simple, Powerful Unified Communications: Avaya IP Office](#)

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¹ Worldwide Unified Communications & Collaboration Forecast, 2017-2021 (IDC Doc #US42506917, May 2017)

² 2017 Predictions: Mobile workforce to drive further enterprise change in 2017, By Richard Esposito, GM Mobility Services, IBM Global Technology Services January 5, 2017

³ Delivering a UC Experience: The Migration vs Integration Approach Wainhouse Research June 2017

⁴ An End User Perspective on Navigating Digital Transformation, Global, 2017 K1E1-72 October 2017 Frost and Sullivan

⁵ Market Analysis Perspective for Avaya: Worldwide Unified Communications and Collaboration, 2017 IDC October 2017

⁶ The UC Journey: 7 Steps to Unifying the User Experience Wainhouse Research May 2017

11/18 - UC8100EN