

Unified Communications Market Analysis 2018 (By Segment, Key Players and Applications) and Forecasts To 2023

Unified Communications Industry Business & Investment Opportunity (2018 – 2023) Market Research Reports

PUNE, INDIA, January 4, 2018 /EINPresswire.com/ -- The major forces driving the growth of the [unified communications](#) as a service market include the simplified deployment and business agility of global session initiation protocol (sip). Moreover, ease of scalability and mobility business continuity with disaster recovery and increase adoption rate of cloud enabled applications and services are also some of the factors that are driving the market growth. However issues related to service level agreements, and concerns related to security of communication may hinder the market growth. In the middle of difficulty lies opportunity such as the integrated tool for business communication, rising investments from big players in market, and integration with webrtc technology. The possible challenges for the market growth are poor it infrastructure limits adoption, and compatibility in mobile environment. But key players in the market are overcoming the challenges with continual improvement and innovation.

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Market Dynamics:

•Drivers

- oSimplified deployment
- oBusiness agility of global Session Initiation Protocol (SIP)
- oEase of scalability and mobility
- oBusiness continuity with disaster recovery
- oIncrease adoption rate of cloud enabled applications and services

•Restrains

- oIssues related to service level agreements
- oConcerns related to security of communication

•Opportunities

- oIntegrated tool for business communication
- oRising investments from big players in market
- oIntegration with WebRTC technology

- Challenges

- o Poor IT infrastructure limits adoption
- o Compatibility in mobile environment

Research predicts the global unified communications as a service market to grow from USD 12056.76 million in 2016 to USD 62667.63 million by 2023, at a Compound Annual Growth Rate (CAGR) of 26.55%. The year 2016 has been considered as the base year, while the forecast period is up-to 2023.

Based on industry, the global unified communications as a service market is studied across aerospace & defense, banking, financial services & insurance, consumer goods & retail, education, energy & utilities, government, healthcare & life sciences, information technology, manufacturing, media & entertainment, telecommunication, transportation & logistics, and travel & hospitality. Based on geography, the global unified communications as a service market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

The report features a competitive scenario of the unified communications as a service market and provides inclusive analysis of key growth strategies adopted by major players.

▣ 8x8 Cloud Unified Communication

▣ AT&T UC as a Service

▣ BT Unified Communications as a Service

▣ Cisco Spark

▣ Evolve IP Cloud Unified Communication

▣ Buze

▣ Nextiva Office

▣ BanTerra Unified Communications as a Service

▣ RingCentral Office

▣ Star2Star UC Suite

Report Highlights:

The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of unified communications as a service market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the unified communications as a service market that will impact the demand during the forecast period. Moreover, the competitive analysis of unified communications as a service market brings an insight on the product usability profiles of the leading players. Additionally, the analysis highlights features & pricing, informant reviews of the key products in the market.

Reasons to Buy:

The unified communications as a service market research study reveals hidden insights and dynamic, which in turn helps the players in the ecosystem take better strategic decisions. The firms looking for purchasing the global unified communications as a service market research report could look for following prospects on their way to better understand the market that can

aid further decision making and possibly identify the best opportunities to exploit.

- > Evaluate the qualitative and quantitative aspects of the report and analyze the unified communications as a service market penetration with respect to industries and geographies.
- > Evaluate the key vendors in the unified communications as a service market in terms of products satisfaction and business strategy. This helps identify consumer preferences and understand its current position in 360iResearch FPNV Positioning Matrix.
- > Evaluates the key vendors and deeply analyze competitive landscape, revenue pockets, market trends, growth prospects, pain points, drivers, restraints, challenges and opportunities of the unified communications as a service market.

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