

Userful Named The Leading Software-Defined Networking Solution For The Enterprise AV-Over-IP Market

Continues asserting its leadership in the IT industry after a string of award wins in 2021

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Corporation, provider of the leading software-defined networking solution for the enterprise AV-over-IP market, has been named the leader in global sales of software-defined AV-over-IP by Maia Research. The 2021 report recognizes Userful as a pioneer in the market, offering software-based solutions that can be deployed across non-proprietary hardware.



The graphic features the Userful logo at the top, which consists of four stylized human figures in red, blue, green, and orange forming a circle, followed by the word "userful" in a bold, lowercase sans-serif font with a trademark symbol. Below the logo is the text "Userful Corporation". The main part of the graphic is a dark blue banner with white text that reads "#1 Software-Defined Platform for Enterprise AV-over-IP". To the right of this text is a circular diagram titled "Userful Visual Networking Platform" showing a central server rack connected to various business scenarios: "Security Compliance", "Cloud Managed Network", "SaaS", "Customer Service", "Unified Communications", "Video/VR Conferencing", "Enterprise Dashboard", and "Meeting Rooms". At the bottom left of the banner is the Maia Research logo and the text "Resource", and a "Read the Press Release" button. The Userful logo is also present at the bottom left of the banner.

The research uncovered that the Enterprise AV-over-IP market is one of the fastest-growing segments in the IT industry, forecasted to grow from today's \$3B to \$51B by 2027, a 60 per cent 5-year CAGR. As a SaaS solution within the enterprise AV-over-IP market, Userful is disrupting the industry, changing the traditional CAPEX model.

Maia Research 2021 also asserts that "Userful is a pure software AV-over-IP solution, which can promote centralized management of the visual network, improve scalability and security, and reduce the Total Cost of Ownership (TCO)."

"We are at a time of great transformation, both digital and visual," says John Marshall, CEO, Userful. "This recognition further asserts Userful's leadership within the enterprise AV-over-IP market. It is an exciting time to be at the forefront of a rapidly growing industry, as our software-defined networking solution paves the way for growth through the transition from legacy, proprietary hardware-based solutions to software-defined, standards-based platforms."

The results of this study build upon Useful's continued recognition as an industry leader with its award wins earlier this year including winning Gold at the [IT World Awards](#) as well as a Gold International Business [Stevie Award](#) for its Visual Networking Platform in the (PaaS) category.

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About Useful

Userful's Visual Networking Platform is disrupting the market with a Platform-as-a-Service (PaaS) model that allows customers to choose from a suite of highly-integrated AV applications (SaaS offerings, secure, SSO, integrated UI) to support modern service needs across the enterprise. From corporate signage to control room solutions to streaming platforms and data metrics, Useful's solutions enable modernized business operations for IT leaders and the functional departments they support. Useful helps organizations advance the way they work, learn and govern with secure, scalable and centrally managed solutions for employee and customer engagement worldwide.

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