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Unified Communication Market Analysis By Product (On Premise, Cloud-Bases/Hosted), By Application (Education, Enterprises, Government, Healthcare) And Segment Forecasts To 2020

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Abstracts

The global unified communication market is expected to reach USD 75.81 billion by 2020. Increase in mobile workforce as well as enterprise mobility is expected to favorably impact the global market over the next six years. Growing demand and proliferation of smartphones is also expected to fuel market growth over the forecast period.

Increasing adoption of Bring Your Own Device (BYOD) initiatives by large enterprises as well as SMEs (small and medium enterprises) is a driving force for the industry. High initial investment as well as need for interoperability across various unified communication platforms may pose a restraint to the market.

Further key findings from the study suggest:

On premise unified communication accounted for over 60% of the market in 2013. However, the cloud-based or hosted product segment is expected to rapidly gain share over the forecast period. This is mainly due to the high initial cost of installation as well as additional maintenance cost associated with on premise solutions.

Enterprises emerged as the largest application segment in 2013 and are expected to continue dominating the market over the next six years. Small, medium and large enterprises have been deploying the necessary IP infrastructure to support unified communication. The adoption of an effective communication system in the government sector aids in operational continuity, emergency response as well as situational

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awareness.

North America accounted for over 35% of the market in 2013; the regional market is characterized by the presence of several key players as well as high popularity of BYOD solutions. Europe and Asia Pacific are expected to be fast growing markets, which can be attributed to need for effective communication and collaboration, along with cost savings.

Key industry participants include Cisco Systems, Avaya, Inc., NEC Corporation, IBM Corporation, Alcatel-Lucent, Microsoft Corporation, Verizon Communications, etc. Major growth strategies employed by these companies include agreements, partnerships and acquisitions in order to consolidate market share.

For the purpose of this study, Grand View Research has segmented the global unified communication market on the basis of product, application and region:

Unified Communication Product Outlook (Revenue, USD Billion, 2012 – 2020)

On premise

Cloud-based/hosted

Unified Communication Application Outlook (Revenue, USD Billion, 2012 – 2020)

Enterprise

Education

Government

Healthcare

Others

Unified Communication Regional Outlook (Revenue, USD Billion, 2012 – 2020)

North America

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Europe

Asia Pacific

RoW

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Contents

CHAPTER 1 EXECUTIVE SUMMARY

1.1 Unified Communication - Industry Summary & Critical Success Factors (CSFs)

CHAPTER 2 UNIFIED COMMUNICATION INDUSTRY OUTLOOK

2.1 Market Segmentation
2.2 Market Size and Growth Prospects
2.3 Unified Communication Value Chain Analysis
2.4 Unified Communication Market Dynamics
  2.4.1 Key Driver Analysis
    2.4.1.1 Increasing adoption of BYOD
    2.4.1.2 Rising penetration of mobile devices
    2.4.1.3 Usage of unified communications as a service
  2.4.2 Key Restraint Analysis
    2.4.2.1 Initial capital outlay
    2.4.2.2 Lack of interoperability
2.5 Key Opportunities Prioritized
2.6 Industry Analysis - Porter's
2.7 Unified Communication - Company Market Share Analysis, 2013
2.8 Unified Communication - PESTEL Analysis

CHAPTER 3 UNIFIED COMMUNICATION PRODUCT OUTLOOK

3.1 On premise unified communication
  3.1.1 Global On premise unified communication demand by region, (Revenue), 2012 - 2020
3.2 Cloud-based/hosted unified communication
  3.2.1 Global Cloud-based/hosted unified communication demand by region, (Revenue), 2012 – 2020

CHAPTER 4 UNIFIED COMMUNICATION APPLICATION OUTLOOK

4.1 Enterprise
  4.1.1 Global unified communication demand in enterprise, by region, (Revenue), 2012 - 2020
4.2 Education

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4.2.1 Global unified communication demand in education, by region, (Revenue), 2012 – 2020
4.3 Government
4.3.1 Global unified communication demand in government, by region, (Revenue), 2012 - 2020
4.4 Healthcare
4.4.1 Global unified communication demand in healthcare, by region, (Revenue), 2012 – 2020
4.5 Others
4.5.1 Global unified communication demand in other applications, by region, (Revenue), 2012 - 2020

CHAPTER 5 UNIFIED COMMUNICATION REGIONAL OUTLOOK

5.1 North America
5.1.1 North America unified communication market revenue by product, (Revenue), 2012 – 2020
5.1.2 North America unified communication market revenue by application, (Revenue), 2012 - 2020
5.2 Europe
5.2.1 Europe unified communication market revenue by product, (Revenue), 2012 – 2020
5.2.2 Europe unified communication market revenue by application, (Revenue), 2012 – 2020
5.3 Asia Pacific
5.3.1 Asia Pacific unified communication market revenue by product, (Revenue), 2012 – 2020
5.3.2 Asia Pacific unified communication market revenue by application, (Revenue), 2012 – 2020
5.4 RoW
5.4.1 RoW unified communication market revenue by product, (Revenue), 2012 – 2020
5.4.2 RoW unified communication market revenue by application, (Revenue), 2012 – 2020

CHAPTER 6 COMPETITIVE LANDSCAPE

6.1 Alcatel-Lucent
6.1.1 Company Overview
6.1.2 Financial Performance

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6.1.3 Product Benchmarking
6.1.4 Strategic Initiatives
6.2 Avaya Inc.
6.2.1 Company Overview
6.2.2 Financial Performance
6.2.3 Product Benchmarking
6.2.4 Strategic Initiatives
6.3 Cisco Systems Inc.
6.3.1 Company Overview
6.3.2 Financial Performance
6.3.3 Product Benchmarking
6.3.4 Strategic Initiatives
6.4 IBM Corporation
6.4.1 Company Overview
6.4.2 Financial Performance
6.4.3 Product Benchmarking
6.4.4 Strategic Initiatives
6.5 Microsoft Corporation
6.5.1 Company Overview
6.5.2 Financial Performance
6.5.3 Product Benchmarking
6.5.4 Strategic Initiatives
6.6 NEC Corporation
6.6.1 Company Overview
6.6.2 Financial Performance
6.6.3 Product Benchmarking
6.6.4 Strategic Initiatives
6.7 Plantronics Inc.
6.7.1 Company Overview
6.7.2 Financial Performance
6.7.3 Product Benchmarking
6.7.4 Strategic Initiatives
6.8 Polycom Inc.
6.8.1 Company Overview
6.8.2 Financial Performance
6.8.3 Product Benchmarking
6.8.4 Strategic Initiatives
6.9 ShoreTel
6.9.1 Company Overview

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6.9.2 Financial Performance
6.9.3 Product Benchmarking
6.9.4 Strategic Initiatives
6.10 Unify GmbH & Co. KG
6.10.1 Company Overview
6.10.2 Financial Performance
6.10.3 Product Benchmarking
6.10.4 Strategic Initiatives
6.11 Verizon Communications
6.11.1 Company Overview
6.11.2 Financial Performance
6.11.3 Product Benchmarking
6.11.4 Strategic Initiatives

CHAPTER 7 METHODOLOGY AND SCOPE

7.1 Research Methodology
7.2 Research Scope & Assumption
7.3 List of Data Sources

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List Of Tables

LIST OF TABLES

Unified Communication - Industry Summary & Critical Success Factors (CSFs)
Global unified communication market (Revenue), 2012 - 2020
Global unified communication market by region (Revenue), 2012 - 2020
Global unified communication market by product (Revenue), 2012 - 2020
Global unified communication market by application (Revenue), 2012 - 2020
Global on-premise unified communication demand (Revenue), 2012 - 2020
Global on-premise unified communication demand, by region, (Revenue), 2012 - 2020
Global cloud-based/hosted unified communication demand (Revenue), 2012 - 2020
Global cloud-based/hosted unified communication demand, by region, (Revenue), 2012 - 2020
Global unified communication demand in enterprises (Revenue), 2012 - 2020
Global unified communication demand in enterprises, by region, (Revenue), 2012 - 2020
Global unified communication demand in education (Revenue), 2012 - 2020
Global unified communication demand in education, by region, (Revenue), 2012 - 2020
Global unified communication demand in government (Revenue), 2012 - 2020
Global unified communication demand in government, by region, (Revenue), 2012 - 2020
Global unified communication demand in healthcare (Revenue), 2012 - 2020
Global unified communication demand in healthcare, by region, (Revenue), 2012 - 2020
Global unified communication demand in other applications (Revenue), 2012 - 2020
Global unified communication demand in other applications, by region, (Revenue), 2012 - 2020
North America unified communication market by product (Revenue), 2012 - 2020
North America unified communication market by application (Revenue), 2012 - 2020
Europe unified communication market by product (Revenue), 2012 - 2020
Europe unified communication market by application (Revenue), 2012 - 2020
Asia Pacific unified communication market by product (Revenue), 2012 - 2020
Asia Pacific unified communication market by application (Revenue), 2012 - 2020
RoW unified communication market by product (Revenue), 2012 - 2020
RoW unified communication market by application (Revenue), 2012 - 2020

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List Of Figures

LIST OF FIGURES

Unified Communication Market Segmentation
Global unified communication market (Revenue), 2012 - 2020
Unified Communication value chain analysis
Unified Communication market dynamics
Unified Communication - Company market share analysis, 2013
Key Opportunities Prioritized
Industry Analysis - Porter's
Unified Communication PESTEL Analysis, 2013
Unified communication market share by product, 2013 & 2020
Global on premise unified communication demand (Revenue), 2012 - 2020
Global cloud-based/hosted unified communication demand (Revenue), 2012 - 2020
Unified communication market share by application, 2013 & 2020
Global unified communication demand in enterprises (Revenue), 2012 - 2020
Global unified communication demand in education (Revenue), 2012 - 2020
Global unified communication demand in government (Revenue), 2012 - 2020
Global unified communication demand in healthcare (Revenue), 2012 - 2020
Global unified communication demand in other applications (Revenue), 2012 - 2020
Unified communication market share by region, 2013 & 2020
North America unified communication market by product (Revenue), 2012 - 2020
North America unified communication market by application (Revenue), 2012 - 2020
Europe unified communication market by product (Revenue), 2012 - 2020
Europe unified communication market by application (Revenue), 2012 - 2020
Asia Pacific unified communication market by product (Revenue), 2012 - 2020
Asia Pacific unified communication market by application (Revenue), 2012 - 2020
RoW unified communication market by product (Revenue), 2012 - 2020
RoW unified communication market by application (Revenue), 2012 - 2020

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