

North America Enterprise Video Market By Component (Solution and Services), Solution Type is further segmented into, Video Conferencing, Video Content Management and Webcasting), By Application (Corporate Communications, Training & Development and Marketing & Client Engagement), By Deployment Type (On-premise and Hosted), By End User (BFSI, Government, Healthcare, Consumer Goods & Retail, Education, IT & Telecom and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Enterprise Video Market would witness market growth of 8.3% CAGR during the forecast period (2020-2026).

Effective communication is considered as an essential need of every organizations. These days, communicating with co-workers for execution of any new policy or declaration of any changes and taking feedbacks turns out to be necessary to build the productivity of the organizations. Efficient coordination between the worldwide center and a regional center plays crucial role when organization is in process of development and Enterprise Video system causes the work force to essentially speak with one another without making any physical presence.

The demand of video interfaces in enterprise communication has expanded significantly in the past few years. Enterprise video innovation enhances efficiency of organizational

communication through measures, for example, on-demand video, and adaptability in remote working conditions. Enterprise video innovation also includes collaborative strategies in the functioning of the company. These components are expanding the adoption of this innovation, hence giving possibilities to development. Also, the advancement in enterprise video innovation, for example, superior video codec, web based real time communication, captioning, indexing and transcoding and aggregation are anticipated to surge the demand of enterprise video during the forecast period.

The advancement of 4G and 5G technology that utilizes Voice over Internet Protocol (VoIP) innovation is giving growth opportunities to organizations in emerged economies, for example, the U.S.. To profit by these opportunities, market players, for example, Microsoft Corporation and Cisco Systems, Inc. are underlining on the improvement of video conferencing frameworks that naturally routes call over the VoIP network. For example, in June 2018, Cisco Systems, Inc. introduced their Cisco Webex Edge Connect, that utilizes Cisco Systems, Inc's, Unified Communications Manager, which automatically routes call over the VoIP network. However, security issues with enterprise video, for example, leakages of data and weakness of privacy are hindering the development of the market.

Based on Component, the market is segmented into Solution and Services. Solution Type is further segmented into, Video Conferencing, Video Content Management and Webcasting. Based on Application, the market is segmented into Corporate Communications, Training & Development and Marketing & Client Engagement. Based on Deployment Type, the market is segmented into On-premise and Hosted. Based on End User, the market is segmented into BFSI, Government, Healthcare, Consumer Goods & Retail, Education, IT & Telecom and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Adobe, Inc., Avaya Holdings Corporation, Brightcove, Inc., IBM Corporation, Microsoft Corporation, Cisco Systems, Inc., Amazon.com, Inc., Plantronics, Inc. (Polycom, Inc.), Kaltura, Inc., and VBrick Systems, Inc.

Scope of the Study

Market Segmentation:

By Component

Solution

Video Conferencing

Video Content Management

Webcasting

Services

By Application

Corporate Communications

Training & Development

Marketing & Client Engagement

By Deployment Type

On-premise

Hosted

By End User

BFSI

Government

Healthcare

Consumer Goods & Retail

Education

IT & Telecom

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Adobe, Inc.

Avaya Holdings Corporation

Brightcove, Inc.

IBM Corporation

Microsoft Corporation

Cisco Systems, Inc.

Amazon.com, Inc.

Plantronics, Inc. (Polycom, Inc.)

Kaltura, Inc.

VBrick Systems, Inc.

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