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Mobile Unified Communications and Collaboration Market by Solutions (Conferencing, Unified Messaging, Voice, Collaboration), & by Deployment Type (Cloud & On-Premise) - Global Forecast to 2019

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Abstracts

Two technologies, namely mobility and Unified Communications and Collaboration (UC&C), are significantly transforming the work patterns in organizations. Over the years, business communications and employee collaboration have become imperative among organizations and is escalating the demand for various communication solutions. This is evident from the latest advancements, of the integration of mobile into existing UC&C technology. The emergence of mobile UC&C is the outcome of the growing usage of mobile devices among businesses for enhancing flexibility in work ways.

The mobile UC&C market is fast gaining traction predominantly due to the emergence and acceptance of the BYOD trend, the rising demand among businesses for enhancing productivity, and the growing need for optimization of workflows. Today, enterprises are promptly adopting mobile UC&C to support flexible working among employees, as it provides the workforce with a single inbox to communicate on real-time collaboration. Further, the adoption of mobile UC&C is encouraged due to lower total cost of ownership involved in its adoption, along with the reduction in travel cost, as business travels for in-person meetings are condensed with the help of web-collaborations.

In current times, employee-owned smartphones and tablets are increasingly being leveraged for facilitating enhanced business communications regardless of the employee location, thus, enhancing productivity along with real-time collaboration of employees for streamlining workflows. IP-enabled mobile devices and improved connectivity with the emergence of 4G LTE have further encouraged the usage of IP-

based communications such as VoIP and mobile UC&C. With the advent of Web Real-Time Communication (WebRTC), Session Initiation Protocol (SIP) trunking, and Voice over Long Term Evolution (VoLTE) technologies, the mobile UC&C has further streamlined to offer enriched communication experience to the users, thereby fostering the significant growth in this market.

Though the provisions of mobile UC&C have leveraged both the user segments of enterprises and SMBs, there are certain apprehensions restraining the growth in the mobile UC&C market. For instance, security poses to be the major concern among the companies that have adopted mobile UC&C, as its business application such as Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) are linked to external IP networks. In addition to this, the shortage of functional interoperability among products of different vendors and uncertainty of financial returns involved in the adoption of mobile UC&C further hinder the adoption of mobile UC&C. Considering this, the report further helps to identify the latest patterns and trends intensifying the progression in the mobile UC&C market across all regions.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. The dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market of mobile UC&C into solutions and services covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across deployment type, user type, and industry vertical in all the major regions.
2. This report will help them better understand the competitors and gain more insights to better position one’s business. There is a separate section on competitive landscape, including end-user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of the ten major players in this market. In this section, market internals are provided that can help place one’s company ahead of the competitors.
3. The report helps them understand the pulse of the market. It provides information on key market drivers, restraints, and opportunities.

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