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Europe Unified Communication AS-A-Service Market. By Component (Telephony), Organization Size (Small Businesses, Large Enterprises), Vertical (BFSI, Telecom & IT), Geography (U.K., Germany, France, Italy).Analysis and Forecast to 2020

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Abstracts

The UCaaS market in Europe is expected to grow at a significant pace at a CAGR of 11.2% between 2016 and 2020, as most enterprises are rapidly adopting UCaaS technology that offers rich communication experience and enhanced technologies, such as VOIP, LTE, and WebRTC.There has been a significant adoption of Unified Communications and Collaboration (UC&C) among organizations to enhance organizational productivity. The Europe UCaaS market is segmented by component, organization size, vertical, and geography. On the basis of component, the market is segmented into telephony, unified messaging, conferencing, and collaboratio platforms & application. Based on organization size, the market is segmented into small businesses (0-249 employees), medium businesses (250-999 employees), enterprise (1,000-9,999 employees), and large enterprises (10,000+ employees). By vertical, the market is segmented into banking financial services & insurance (BFSI), telecom & IT, consumer goods & retail, healthcare, public sector & utilities, logistics & transportation, travel & hospitality, and other verticals. The market segmented on the basis of geography covers the U.K., Germany,France, Italy, and Rest of Europe.The increased demand for mobility and growing BYOD trend among companies has further encouraged businesses to integrate Unified Communication (UC) solutions with employee owned mobile devices. This integration of mobile with unified communications and collaboration solutions has further added to the mobility benefits attached with UC solutions. This coalition of mobility with communication would further leverage the productivity of employees by radically changing the way the workforce communicate and collaborate. Hence, the mobile Unified Communications and Collaboration enables

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efficient communication and collaboration functioning over cellular network or organizational wireless network. Various UC providers such as Cisco, Avaya, and Microsoft are offering innovative mobile Unified Communications and Collaboration solutions and services catering to the needs of both enterprises and SMBs. Further, telecom network operators are offering services to integrate enterprise Local Area Network (LAN) with IP (Internet Protocol) networks to foster unhindered VoIP and other IP-based functions along with network security. Besides this, various mobile device manufacturers are developing smartphones equipped with UC clients that can integrate with enterprise UC and can function over both cellular and enterprise LAN network. In addition to this, third-party app developers create mobile UC client based on SIP. These applications assist businesses whose UC technology does not support native mobile clients, and they facilitate basic functions as compared to UC. Thus, telecom network operators, mobile device manufacturers and third-party app developers are also adding considerable value to the mobile Unified Communications market

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