

Unified Communications Market Revenue to Top \$87 Billion Over Five Years, says Insight Research Corp.

BOONTON, N.J., Sept. 21 (SEND2PRESS NEWSWIRE) – The enterprise market for unified communications (UC) is expected to generate nearly \$87 billion in revenue worldwide over the next five years, according to a new market research study from [The Insight Research Corporation](#). UC provides a solution that knits together the various access options currently being used to reach an individual including the conventional telephone network, Voice over IP (VoIP) calling, email, fax, instant messaging (IM) and conferencing using wireless and wireline media. A UC solution offers an integrated view of the recipient's presence across the various access technologies.

Insight's market analysis study, "The Global Market for Unified Communications: Software, Services, and Solutions 2009-2014," suggests that enterprise market for UC solution will grow at compounded rate of 38.7 percent in the period 2009-2014 as corporations worldwide deploy UC solutions to improve employee time utilization in answering phones and responding to electronic messages, provide tighter integration of IT and communications within organizational business processes, and improve overall communications routing.

"Ironically, it is the very diversity of these access mechanisms that has rendered the task of finding a particular individual all the more cumbersome—as the calling party is forced to try multiple access options to check on the availability of the called party," says Robert Rosenberg, Insight Research president. "As a result, precious time is spent tracing the individual, slowing down interaction and allowing inefficiency to creep into the communications process – and it is precisely this dilemma that UC tackles. This market has one of the strongest growth trajectories in the enterprise communications sector," Rosenberg concluded.

Insight's report slices the market into three segments: solutions or platforms, services, and carrier revenues. The solutions or platform revenue is further disaggregated by its hardware versus software component. Each of the three market segments are further broken down by the whether the solution is provided on a dedicated or a hosted basis, and the carrier revenue forecast is disaggregated by wireline and wireless as well as by geographical regions.

An excerpt of this research report, table of contents, and ordering information are online at: www.insight-corp.com/reports/unicom09.asp.

This 143-page report is available immediately for \$3,995 (hard copy). Electronic (PDF) reports can be ordered online.

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