

# Market Opportunity in Excess of \$38 Billion by the year 2020 as Integrated UC Heads to the Cloud, says Insight Research

DURANGO, Colo. Aug. 2, 2016 (SEND2PRESS NEWSWIRE) – Telecommunications stakeholders globally are staring at a multibillion dollar revenue opportunity as integrated unified communications (UC) graduates to the cloud. The opportunity has triggered a spate of attempts at alliances and mergers, underlining the need to project an integrated solution to the user. According to its latest market research study from The Insight Research Corporation, the opportunity will consist of three distinct revenue streams – solutions, services and connectivity.



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Insight Research's market analysis study, "Cloud-based, Integrated Unified Communications Opportunity: Solutions, Services and Connectivity, 2016-2020," published in June, postulates that the openness in interfacing has allowed cloud-based UC applications to blend themselves tightly with business-critical applications and software. The perception of communicating over the cloud continues to be on a positive trajectory. Placing UC in the cloud makes it easier for a multitude of small and medium businesses (SMBs) to adopt it. Cloud-enablement also allows larger companies to have flexibility in providing access to remote locations, or test specific application scenarios.

The CAGR in excess of 10 percent through 2020 presents a remarkably bright spot for telecom stakeholders.

“The migration of UC to the cloud alters the competitive dynamic of the UC marketplace altogether. Companies with Internet-based business models are posing interesting questions to the traditional network-equipment and enterprise software driven camps,” says Kaustubha Parkhi, Principal Analyst at Insight Research.

“Additionally; with mobility poised to dominate connectivity revenues in the near future, cellular operators also find it worthwhile to develop cloud-based UC solutions,” surmises Bob Rosenberg, Founder Insight Research.

[“The Cloud-based, Integrated Unified Communications Opportunity: Solutions, Services and Connectivity Revenue Forecasts, 2016-2020”](#) provides business revenue estimates for integrated UC applications, including instant messaging (IM) and/or social networking and presence; Internet protocol enabled private automatic branch exchange (IP-PBX); unified messaging (UM); and conferencing and collaboration.

Integrated, according to Insight Research, means that the above applications must be mandatorily present.

An excerpt of this market research report, table of contents, and ordering information are online <http://www.insight-corp.com/reports/clouducom16.asp>. This 198-page report is available immediately in Electronic (PDF) format and can be ordered online for \$4,695.

Visit <http://www.insight-corp.com/> or call 973-541-9600 for details.

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