



WHAT'S THE STATE OF PLAY IN BUSINESS COLLABORATION?

THE MARKET IS GROWING

The global communications and collaboration market will total **US\$38 Billion in 2018** with an annual projected growth rate of **11%**.¹



From **2017 to 2021** Mobile UC&C solutions are expected to grow at **18%**.¹

BECAUSE USER NEEDS AND PRIORITIES ARE CHANGING

70% of CIOs rate integrated communications among top needs.³

75% identified communications/collaboration tools integration with other business software as critical to digital transformation success in the next 5 years.⁴



The global mobile workforce is set to increase to **1.87** billion people or **42.5%** of the global workforce by **2022**.²

INVESTMENT DRIVERS ARE WELL DEFINED

The top priorities for UC in the next three years:

- Improve business process
- Lower TCO
- Provide access for mobile and remote employees⁵



CIOs identified **"Improve productivity"** as the top investment driver for **2017 to 2019**.⁴

AND DEPLOYMENT IS ACCELERATING

The number of businesses that already provide or plan to provide UC&C tools to employees within the next two years is on the rise:⁴

81% UC Clients

80% Team Collaboration tools



80% Huddle Room Video Conferencing

BECAUSE IT WORKS!

90% of businesses who have deployed UC have reported an increase in collaboration volume, with half noting an increase of **50% to 100% or more**.⁶



IN THE NEW CONNECTED WORLD, EXPERIENCE IS EVERYTHING!

90% rate quality as critical for meeting services.³



ACCESING UC SOLUTIONS REMAINS VARIED

61% of respondents identified web browsers as the device used to access UC capabilities. **49%** said Mobile/smartphone.⁵

70% use a combo of phone, PC and mobile.³



BUT DESKPHONES STILL LEAD THE PACK

Desktop phones were the **top devices** used to access UC capabilities.⁵

57% indicated that future desk phone usage would increase,

28% said stay the same and only **15%** said decrease.⁵



AND HYBRID IS THE PREFERRED DEPLOYMENT MODEL

Over **50%** of organizations are considering **hybrid UC** deployments.

The Top Reason?

Leverage existing on-premises investments.⁵



LOOKING TO IMPROVE THE WAY YOUR ORGANIZATION CONNECTS, COMMUNICATES AND COLLABORATES? AVAYA CAN HELP!

Avaya is redefining unified communications to be your natural, convenient way to engage, respond, and share:

[True Unified Communications: Avaya Equinox.](#)

[Modern, personalized desktop experiences.](#)

[Simple, Powerful Unified Communications: Avaya IP Office](#)

1 Worldwide Unified Communications & Collaboration Forecast, 2017-2021 (IDC Doc #US42506917, May 2017)
2 2017 Predictions: Mobile workforce to drive further enterprise change in 2017, By Richard Esposito, GM Mobility Services, IBM Global Technology Services January 5, 2017
3 Delivering a UC Experience: The Migration vs Integration Approach Wainhouse Research June 2017
4 An End User Perspective on Navigating Digital Transformation, Global, 2017 KIE1-72 October 2017 Frost and Sullivan
5 Market Analysis Perspective for Avaya: Worldwide Unified Communications and Collaboration, 2017 IDC October 2017
6 The UC Journey: 7 Steps to Unifying the User Experience Wainhouse Research May 2017