Global Unified Communication Market Size, Market Share, Application Analysis, Regional Outlook, Growth Trends, Competitive Scenario And Forecasts, 2012 To 2020

Description:
Industry Insights
The unified communication market is expected to witness substantial growth owing to increasing mobile workforce, mounting adoption of bring your own devices (BYOD) and emergence of unified communication as a service on a global level. Unified communication includes packing of non-real time communication (fax, voicemail, e-mail and SMS) services with real-time (video conferencing, call control, speech recognition, data sharing, voice and IP telephony, and instant messaging) services. It facilitates in optimizing production methods by reducing media dependency, latency and enables faster completion and information delivery. Increased penetration of mobile devices is expected to drive unified communication market growth.

Enterprise mobility is expected to positively impact the global market over the next six years. The industry comprises various communication models including interaction systems, collaboration, transactional and information systems unified messaging as well as other non-real and real-time systems. The overall unified communication market is estimated to reach USD 75.81 billion by 2020. However, lack of interoperability between multiple vendors' platforms and high cost of primary investment in implementing these systems could pose a challenge to acceptance of these devices, thereby hampering market growth.

Introduction of automated program network such as software defined data network has provided enormous growth potential for the unified communications market. Use of this application for enterprise social networking and development of new technologies enabling communication over wide network is expected to emerge as a constructive growth prospect for the market over the next six years.

Product Insights
The unified communication market is bifurcated into hosted or cloud-based systems and on-premise unified communication. On premise systems constituted over 60% of the market in 2013. They are easy to manage and have precise customization and control capabilities. Hosted or cloud-based products are expected to exhibit high share over the forecast period. This is primarily driven by high initial installation costs and high maintenance cost associated with on premise solutions. Cloud-based/hosted systems are being increasingly adopted as they reduce the capital expenditure, provide seamless scaling abilities and are easy to maintain. In addition, cloud computing technology growth is expected to further augment the hosted/cloud-based systems market.

Application Insights
On the basis of application, the unified communication market is categorized into healthcare, government, enterprise and education. Enterprise is expected to be the dominant application segment through the forecast period. This can be attributed to offered benefits such as collaboration, presence and mobility provided by unified communication systems as well as growing adoption of information technology in enhancing business processes. Different enterprises have deployed necessary IP infrastructure to support these systems.

Regional Insights
North America was estimated to account for over 35% of the global market in 2013, due to factors such as high popularity of BYOD solutions as well as existence of several major players in the market. The industry in Asia Pacific is expected to have enormous potential for market growth owing to need for effective communication and increasing trend towards enterprise mobilization. High customer base in countries such as India and China due to the level of awareness projected is expected to create favorable demand for these systems over the forecast period.

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