2015-2016 Cloud-Based Contact Center Infrastructure Market Report

Description: The past 12 months have been outstanding for the cloud-based contact center infrastructure market, the best in the history of this sector. The total number of seats jumped 49.9% between August 2014 and the same period in 2015. This increase shows the pattern of steady and strong growth that is expected to continue for the next five years. Worldwide adoption of cloud-based contact center infrastructure has risen from 2.2% in 2008 to 11.1% in August 2015.

Companies are moving their contact centers to the cloud to realize the flexibility, agility, scalability and cost benefits of this implementation model. The new seats are coming from competitive replacements of dated on-premise solutions and a growing number of first-time users who are attracted to the cloud-based model, with its low start-up costs and ready availability of experienced vendor resources to assist with implementations and ongoing operations.

There is great momentum in all aspects of the cloud-based contact center infrastructure solutions market. The 150+ cloud-based contact center vendors are bringing a great deal of innovation, creativity and expertise to the market, giving enterprises a large and growing number of options. The platforms have improved tremendously, and vendors are starting to deliver 99.999% reliability. Contact center departments in most verticals, including financial services, which has been one of the holdouts, have started to adopt cloud-based contact center infrastructure.

Global demand for cloud-based private branch exchange (PBX) and contact center solutions has created new opportunities for carriers. A company looking to establish regional presence in many countries can now set up offices without having to hire resources and telephony systems. This is making cloud-based contact center infrastructure solutions attractive not only to the small and mid-sized early adopters, but also for large and multi-national companies.

Cloud-based contact center solutions are not a perfect fit for every organization, and there remain compelling reasons for companies to purchase premise-based contact center infrastructure solutions. Enterprises of all sizes, however, need to be able to respond rapidly to changing market conditions and customer needs.

During the next 5 years, we expect hybrid operating environments to emerge as the preferred deployment method for enterprises, with some systems in the cloud and others remaining on-premise. As more innovation comes from the nimble cloud-based contact center infrastructure vendors, businesses will increasingly look to acquire solutions from these providers, especially when they are challenged by financial, resource or time constraints.

With so many factors in its favor, the future of the cloud-based contact center infrastructure market looks very bright. We project that the number of cloud-based contact center infrastructure seats will grow by 30% in 2015, 25% in 2016 and 2017, and 20% in 2018 and 2019. At the same time, the breadth and depth of these solutions will increase, growing the rate of revenue faster than the seat count.

The 2015 – 2016 Cloud-Based Contact Center Infrastructure Market Report covers 11 vendors, 10 in-depth and one at a high level. The vendors covered in-depth are: 3CLogic, 8x8, Connect First, Content Guru, Five9, inContact, Intelecom, Interactive Intelligence, LiveOps and NewVoiceMedia. Even though they meet many of the Report participation criteria, Enghouse is covered at a higher level, due to their business model.

The inclusion of market-leading vendors as well as contenders gives readers an appreciation of the range of cloud-based contact center infrastructure offerings, along with each vendor’s strengths, weaknesses, opportunities and pricing. The Report also includes a comprehensive Vendor Directory that lists all known providers of cloud-based systems and applications for contact centers and customer service organizations.

Report Highlights
- Cloud-based contact center infrastructure has hit its stride on a global basis: The market continues to be strong and growing in North America and Western Europe, particularly in the UK. Germany, Japan, China, and The Philippines are also showing strong interest in cloud-based contact center infrastructure solutions.
- The past 12 months have been the best in the history of this sector: The number of cloud-based contact
center infrastructure seats rose 49.9% over the last year, from 1,302,788 to 1,953,249.

- A vast competitive landscape: With an estimated 150+ competitors vying for business world-wide, the cloud-based contact center infrastructure sector is a buyer's market, although we expect consolidation to begin during the next 2 years.

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