Global Mobile Unified Communications & Collaboration Market Insights, Opportunity Analysis, Market Shares and Forecast, 2017 - 2023

Description: The global market for Mobile Unified Communications & Collaboration (UCC) is likely to reach $18.1 billion by the end of year 2022. From global multinational corporations to small- and medium-sized enterprises and even many small-office/home-office operations, today's business customers are looking for a single digital communications source that can connects them seamlessly to one another and with the outside world. They all want this solution to give them a simpler user interface that can meets all their required UC&C needs by integrating, managing and drawing on intricate web of solutions and capabilities. Present days, the enterprises' consideration for capitalizing in mobile unified communications and collaboration solutions is rising significantly as the advantage attached with it inspires its adoption. In the years to come, this drift is predicted to continue leveraging mobile UC & C players to bid more innovative solution with HD as a key component for enabling high end user rich experience.

The global mobile unified communications market is segmented upon the basis of its solutions, services, deployment types, user types, industry verticals, and major regions. The mobile UC & C solutions are again categorized into conferencing, unified messaging, voice solution, and content and its collaboration. The services are also segmented as implementation and integration, training and support, consulting, and advanced managed services. Furthermore, the deployment type is categorized into cloud and on-premises. The end users of mobile UC & C are segmented into enterprises and SMBs. In addition to these, the report classifies all the industry verticals as Banking, Financial Services, and Insurance (BFSI), healthcare, public sector, telecom and IT, retail, media and entertainment, data/ file transportation and logistics, and others.

Geographically, the global mobile unified communications market is separated as North America, Europe, Asia Pacific and rest of the world. Out of which North America unified communications market size was estimated worth over $12 billion in year 2015. The North American region has been mainly driven by factors like growing popularity of BYOD and presence of huge number of major industry participants in the area. Moreover, Asia Pacific unified communications market share is also forecast to reach over 29% market share by 2022. Growing emphasis on cost cutting along with demand for collaboration is expected to drive regional demand in the next coming years.

Major Key players that are working in the market are Cisco Systems, Inc., Avaya Inc., Microsoft Corporation, IBM, Alcatel-Lucent, Unify GmbH & Co. KG, NEC, Genband, Ericsson, and Mitel (Aastra). These companies offer mobile UC & C solutions and its services to enterprises and SMBs. Merger acquisition are the key strategy that are being used in the market, for instance, acquisition of InMage by Microsoft (2016), (2015) Assemblage Ltd by Cisco, and uReach Technologies by Genband.
2.6.2. Threat of Substitute Products Or Services
2.6.3. Bargaining Power of Buyer
2.6.4. Bargaining Power of Supplier
2.6.5. Intensity of Competitive Rivalry
2.7. Key Buying Criteria
2.8. Strategic Recommendation
2.9. Strategic Conclusions

3. Market Determinants
3.1. Market Drivers
3.1.1. Increasing Trend of BYOD and Virtualization of Workforce
3.1.2. Rising Demand for Attaining Competitive Advantage Among Businesses
3.1.3. Lower Total Cost of Ownership
3.1.4. Mounting Demand for Optimized Workflows
3.2. Market Restraints
3.2.1. Growing Security Concerns
3.2.2. Lack of Interoperability Among Vendor Products
3.2.3. Ambiguity in Financial Returns Involved in Adoption of Mobile UC&C
3.3. Market Opportunities
3.3.1. Increasing Social Media Demand for Business Practices
3.3.2. Growing Requirements for Robust Security Software
3.3.3. Escalating Demand for Managed Services
3.3.4. Increasing Demand for Enterprise Agility
3.4. Market Challenges
3.4.1. Lack of Awareness About Mobile UC&C Solutions
3.5. Parent Market
3.6. Competitors Market
3.7. Alternative Market

4. Market Segmentation
4.1. By Solution
4.2. By Services
4.2.1. Global Mobile Unified Communication And Collaboration Market By Implementation And Integration Market 2014-2022 ($Million)
4.2.2. Global Mobile Unified Communication And Collaboration Market By Training And Support Market 2014-2022 ($Million)
4.2.3. Global Mobile Unified Communication And Collaboration Market By Consulting Market 2014-2022 ($Million)
4.2.4. Global Mobile Unified Communication And Collaboration Market By Managed Services Market 2014-2022 ($Million)
4.3. By Deployment
4.3.2. Global Mobile Unified Communication And Collaboration Market By On-Premises Market 2014-2022 ($Million)
4.4. By User
4.4.2. Global Mobile Unified Communication And Collaboration Market By Enterprise 2014-2022 ($Million)
4.5. By Industry Vertical
4.5.2. Global Mobile Unified Communication And Collaboration Market By Healthcare Market 2014-2022 ($Million)
4.5.3. Global Mobile Unified Communication And Collaboration Market By Public Sector Market 2014-2022 ($Million)
4.5.4. Global Mobile Unified Communication And Collaboration Market By Telecom And IT Market 2014-2022
4.5.5. Global Mobile Unified Communication And Collaboration Market By Retail Market 2014-2022 ($Million)
4.5.6. Global Mobile Unified Communication And Collaboration Market By Media And Entertainment Market 2014-2022 ($Million)
4.5.7. Global Mobile Unified Communication And Collaboration Market By Transportation And Logistics Market 2014-2022 ($Million)

5. Geographic Analysis
5.1.2. Canada Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.2. Europe Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.2.1. United Kingdom (U.K) Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.2.2. France Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.2.3. Germany Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.2.4. Spain Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.2.5. Italy Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.2.6. Roemobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.3. Asia Pacific Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.3.1. India Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.3.2. China Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.3.3. Japan Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.3.4. Korea Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.3.5. Australia Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.3.6. Ro Apac Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.4. Rest of the World Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.4.1. Latin America Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.4.2. Mena Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
5.4.3. Africa Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)

6. Company Profile: - (Over, Scot Analysis, Strategic Review)
1. Avaya
2. Cisco Systems
3. Ibm
4. Microsoft
5. Alcatel-Lucent
6. Hp
7. Huawei Technologies
8. Juniper Networks
9. Mitel
10. Nec
11. Polycom
12. Ringcentral
13. Unify
14. Verizon Communications

List of Tables
5. Global Mobile Unified Communication And Collaboration Market By Implementation And Integration Market 2014-2022 ($Million)
18. Global Mobile Unified Communication And Collaboration Market By Media And Entertainment Market 2014-2022 ($Million)
22. Europe Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
23. Asia Pacific Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)

List of Figures
5. Global Mobile Unified Communication And Collaboration Market By Implementation And Integration Market 2014-2022 ($Million)
18. Global Mobile Unified Communication And Collaboration Market By Media And Entertainment Market 2014-2022 ($Million)
23. United Kingdom (Uk) Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
27. Italy Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
29. India Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
33. Australia Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)
34. Roapacmobile Unified Communication And Collaboration Market 2014-2022 ($Million)
35. Latin America Mobile Unified Communication And Collaboration Market 2014-2022 ($Million)

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