
The globalization of companies has amplified the need for effective communication systems across all regions and verticals. Enterprises have been witnessing a growing need for video interfaces in communication purposes, due to its ability to improve productivity and outreach. Enterprise video brings flexibility in remote working conditions and reduces the overall capital expenditure. Increasing adoption of cloud technologies and BYOD culture are key driving forces for the enterprise video market. As a result, the global market is expected to grow rapidly in the coming years.

With the advent of new technologies, there has been advent of advanced video platforms. These new platforms involve the use of high definition content, smart cloud and social data analytics, immersive telepresence and unified communication systems. There is an inclination for various hardware, software and services vendors to provide solutions, involving ingestion, annotation, cataloguing, storage, retrieval and distribution of video content in market. Few of the leading companies in the enterprise video market are Cisco Systems, Avaya, Polycom, Kontiki and AVI-SPL, Inc.

The research report provides an overview, overall market study and segmentation based on various technologies, applications, regions and verticals for the global enterprise video market. Furthermore, the report gives detailed analysis on global trends and forecasts, competitive landscape and analysis on VC funding and M&A, related to market.

This Enterprise Video market research report categorizes the global market on the basis of hardware, software, services, delivery modes, applications, verticals and regions. It also forecasts volumes, revenues and analyzes trends in each of the submarkets:

On the basis of delivery modes:

This market is segmented on the basis of delivery modes, such as video streaming, web conferencing, webcasting and video conferencing.

On the basis of applications:

This market is segmented on the basis of applications, such as corporate communication, learning and development, knowledge sharing and management and other applications.

On the basis of verticals:

The enterprise video market is classified into different industry verticals, such as Academia and Government, Banking and Financial Services (BFSI), Consumer Goods and Retail, Healthcare, Manufacturing, Media and Entertainment, Telecom and IT, Transportation and Logistics and other verticals.

On the basis of regions:

Regions are classified into North America (NA), Europe, Middle East and Africa (MEA), Asia Pacific (APAC) and Latin America (LA).

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