



SYSTEM INTEGRATORS ARE THE BIG WINNERS WITH UC TECHNOLOGY

System Integrators are best positioned to benefit from Unified Communications growth. Leading telecommunications research and analysis indicates the future of Unified Communications is in the hands of the System Integrators as they will be the ones implementing and consulting on best practices.

KEY POINTS AROUND THE ACCEPTANCE OF UC IN THE COMING YEARS ARE:

- ◀ UC is the killer application that the market has been searching for throughout the past 3-4 years of IP Telephony's boom
- ◀ The adoption of UC solutions is currently slow. It will be 4-5 years before UC completely penetrates Enterprises, as most installations today are still pilots
- ◀ UC requires a high level of staff training and will challenge the way organizations have been running for the past decade; change usually causes a slow transition because of **fear of the unknown**
- ◀ Having conquered the Enterprise Desktop, Microsoft® is poised to be the greatest threat to any current or potential UC player as it is approaching the market in the pursuit of gaining control of hardware to compliment its software capabilities
- ◀ Rapid growth of SaaS (software as a service) applications will compete head to head with Microsoft's product offerings. It will deliver fixed cost model with limited infrastructure investment and/or change. It will be the easiest solution to deploy with greater simplicity to the Enterprise.

Both Enterprise Telephony vendors and Telephony Channels need to be prepared for the coming wave of non-telephony players to the Enterprise Communication Space, such as Microsoft, Google, IBM, and even Salesforce.com. They need to recognize that their competitors are no longer confined to traditional telephony players, and explicit IT companies. The main non-telephony players in the Enterprise Communications space today are Microsoft, Google, Skype, and Yahoo. We will see an onslaught of various UC announcements from all market players. "Unified Communications is a long term strategy, and the best thing any vendor, channel or customer can do in the short term, is be informed on the latest market movements around anything even slightly related to UC.



Systems Integrators are the only channels capable of unified communication sales today!

They can design, implement and deploy UC properly with large complex infrastructure. Existing telephony sales channels must either hire this expertise or partner/acquire a business services partner that will be able to complement their technology and industry expertise. The outlook for **System Integrators** is a very bright one.