

messageLINK



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all your daily communications

HYPE OR REAL, IT IS HERE AND NOW...

UNIFIED COMMUNICATIONS MARKET WILL BE 17 BILLION BY 2011

According to IDC, the Unified Communications market will be worth a staggering \$17 billion in revenue by 2011, a growth rate of 38 percent compounded annually from 2007. This sounds familiar to many of us in the space as we waited patiently for the UM market to bust out center stage. That never happened but instead UM transitioned as part of Unified Communications and once again all of us in the industry eagerly await its arrival!

Is it simply "hype" again, are we creating the famous hockey stick demand to drive attention to our solutions? This sounds similar but I think this time it's different as many mainstream vendors such as Microsoft recognize the value of UC, going well beyond messaging and focusing on the idea of live communications and interactions. We don't realize it but UC has already taken over the next generation of users as they have been integrated into the necessity for text messaging and presence with their friends. The social phenomenon that has taken hold of the younger generation will yield UC as a must have tool to SIMPLY communicate in their everyday business life.

The Google generation has information at their fingertips, coming from a mainstream requirement to compete. Access to knowing who and how to connect will become mandatory and the Internet with online access will touch every aspect of our lives. UC will simply integrate the legacy touch points of Corporate America so they have access to connect and communicate. It will reshape the way we communicate around the world and in business.

Instant Messaging and other real-time tools are becoming the norm with the next workforce, bypassing e-mail. A new generation of workers has a new expectation for instant messaging as the preferred method of business interaction. UC involves the integration of communications, devices, and applications. UC bridges the gap between telephony and computing to deliver real-time communications to any environment such as desktop or mobile access. This includes capabilities such as voice, real-time presence data and interactive voice response.