

Worldwide Unified Communications (UC) Applications Adoption: When, Where and How Will Firms Buy UC?

Study Objective	<p>It's clear that Unified Communications (UC) applications are the hottest entrant in the already hot market for communications and collaboration applications, and they are being heavily promoted by solutions providers. What isn't clear is the degree to which organizations will adopt these applications, at what pace they will buy into UC, and which firms – telephony equipment and services, or applications providers – will be the trusted parties to bring the UC vision into enterprises.</p> <p>Goals of this study:</p> <ul style="list-style-type: none"> • Identify the drivers for and obstacles to adoption, as well as the time frame and various approaches that organizations are taking in evaluating and implementing UC applications. • Quantify the speed of adoption, identify customer choices about trusted providers, and likely scenarios for a “building block” approach for customers who already own some of the pieces. • Generate fresh intelligence regarding market-ready decisions vendors can make – now – to ensure they are meeting the needs and expectations of buyers of all sizes and industries.
Value to Subscribers	<p>Vendors of enterprise instant messaging (IM), Web conferencing, unified messaging (UM), desktop VoIP/softphone applications, collaborative call center applications, and other computer-telephony integration (CTI) applications, will be able to better understand the opportunities and challenges in selling UC applications and related products and services.</p> <p>The study will provide solution providers and ecosystem partners with insights generated by detailed survey data and analysis relating to customer adoption rates, usage patterns, and requirements for success in selling UC applications and related products and services.</p>
Methodology	<p>IDC will conduct both surveys of, and detailed executive interviews with senior IT and business professionals in the U.S. who are involved in the evaluation and selection of IT products and services. Respondents will be selected to provide a representative sample of key industries and organizational sizes ranging from small (500-1,000 employees) to very large (50,000+), with a focus on key adopter industries, and large integrators which can serve as channels in UC deployments.</p>
Deliverables	<p>Core Deliverable: Special study report with customer survey data, and analysis on UC applications adoption, and buying behavior, current and future customer adoption plans, investment priorities, and trusted vendor preferences.</p> <p><i>Optional customized deliverables derived from IDC primary research:</i></p> <p>Go-To-Market Strategies: In-depth presentations highlighting recommendations for specific vendors, with related survey/interview data</p> <p>Raw Survey Data: Full survey datasets, with IDC analysis relevant to specific vendors</p> <p>Executive Interviews & End-user Success Stories: Customer and prospect scenarios incorporating survey data, suitable for publishing as marketing and branding material</p> <p>UC CIO Roundtables: Bringing together C-level decision-makers in an IDC-led forum to discuss UC success and strategies, building trust relationships and gaining insight into buyer needs</p>
Study Timeline and Core Deliverable Pricing	<p>Research Launch: January 2008 Deliverables Available: April 2008</p> <p>Price: \$15,000</p>
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