Collaboration, Communities and Conferencing

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Collaboration, community, and conferencing are engaging the workforce, partners, and customers to drive loyalty, alignment, and productivity. This is only the start as rising expectations, AI, increasing bandwidths, and a culture of collaboration will usher in a new generation of collaborative products. IDC's *Collaboration, Communities and Conferencing* practice is your guide to the evolving collaboration and social technologies that will power the new intelligent collaborative workspace. This will result in new ways of measuring work, workflow, engagement, and productivity that will soon connect to customer outcomes. This practice explicitly covers team collaboration applications (including messaging), enterprise community applications (enterprise social networks), videoconferencing solutions (including asynchronous video), virtual events and webinars, public social networks, and email.

Markets and Subjects Analyzed

- Team collaboration applications
- Enterprise community applications (enterprise social networks)
- Conferencing and copresence applications
- Virtual events and webinars (digital events)
- Collaborative work
- Social media public networks and messaging
- Email applications

Core Research

- Worldwide Collaborative Applications Market Share and Forecast
- Enterprise Community Market Share and Forecast
- Team Collaboration Applications Market Share and Forecast Analysis
- Research: The Intelligent, Visual Collaborative Workspace
- Conferencing and Virtual Event Applications Forecasts
- The Rise of the Intelligent Conversational Enterprise
- Best Practices: Collaboration, Communities, and Virtual Events
- Innovation Accelerators: AI, Teaming, and Visual Collaboration
- Emerging Trends and Best Practices and KPIs
- IDC MarketScape: Virtual Events
- IDC MarketScape: Collaboration and Communities
- Pertinent Market News and Key Vendor Updates
- The Conferencing and Virtual Evolution

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Collaboration, Communities and Conferencing.

Key Questions Answered

1. How do communities, collaboration, social media, and messaging create new value to the enterprise — and how will it serve as an annuity of value?
2. How can collaboration applications be optimized to drive productivity and new business?
3. How will copresence and xReality change the conferencing and events market?
4. How will visual collaboration change workforce expectations?
5. What are the new business priorities, and where do they lie?
6. What are best practices in selecting and attaining collaborative adoption in an enterprise culture?
7. How will the collaborative enterprise bridge internal, gated, and public community users to accelerate insights and revenue?
8. How will virtual events and communities drive first-party data in an era of cookieless marketing?
9. How will the emerging convergence of social and collaborative platforms change business models and drive customer experience and employee engagement?
10. How will AI contribute to enterprise collaboration and value?
11. How can vendors maximize sales growth in emerging and evolving applications markets?
12. Where are enterprises realizing value from social and collaborative solutions — and what are the leaders doing?
13. How will organizations build a collaborative stack that supports shifting customer expectations?

Companies Analyzed

IDC's *Collaboration, Communities and Conferencing* service reviews the strategies, market positioning, and future direction of the collaboration market and key providers in the collaboration and social solutions market, including:

Adobe, Amazon Web Services, Apple, Asana, Atlassian, AT&T, Aurea, Avaya, Bevy, Bizzabo, BlueJeans (Verizon), Box, Cisco, Dropbox, Google, GoTo, HCL, Higher Logic, Hopin, IBM, Igloo Software, Khoros, Meta, Microsoft, Miro, Mitel, Mural, On24, PGi, RingCentral, Salesforce, SAP, Slack, Smartsheet, Sprinklr, Sprout Social, Symphony, Verizon, vFairs, Wrike, Zoho, and Zoom.