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UC&C: From Digital **Imperative to Strategic Enabler of Experiential** Collaboration

UC&C platforms and devices have evolved from merely enabling virtual meetings to AI-powered experiential platforms that drive enriched experiences and enhance collaboration.



Jitesh Gera Research Manager, Unified Communications and Collaboration. IDC

The UC&C Market Continues to Grow Steadily

The worldwide UC&C market is expected to grow at a 6% CAGR during 2023-2028.





Source: IDC's Worldwide Unified Communications and Collaboration Quarterly Tracker, 3Q23, December 2023

UC&C Technologies Are **Now Pervasive**

Businesses indicate wider adoption rates across multiple UC&C technologies.











Source: IDC's Cloud Communications and Datacenter Services Survey, November 2023

Businesses Are **Increasingly Investing** in UC&C Solutions

Despite pervasive adoption of UC&C, investments in these technologies are growing to enhance productivity and collaboration.



54%

companies express willingness to pay an add-on monthly fee per user for GenAl capabilities, including meeting summaries, live language translations, and automated transcriptions



companies worldwide plan to increase their investments in cloud-based UC&C solutions from mid-2023 to mid-2024



Sources: IDC's Cloud Communications and Datacenter Services Survey, November 2023; IDC's Worldwide Future of Connectedness Survey, June 2023

Workflow Management Drives UC&C Purchases

Nearly one-third of businesses want their UC&C platforms to help improve workflow management between front-end and back-end employees.

> Most important UC&C goals for companies in the next 12-18 months:

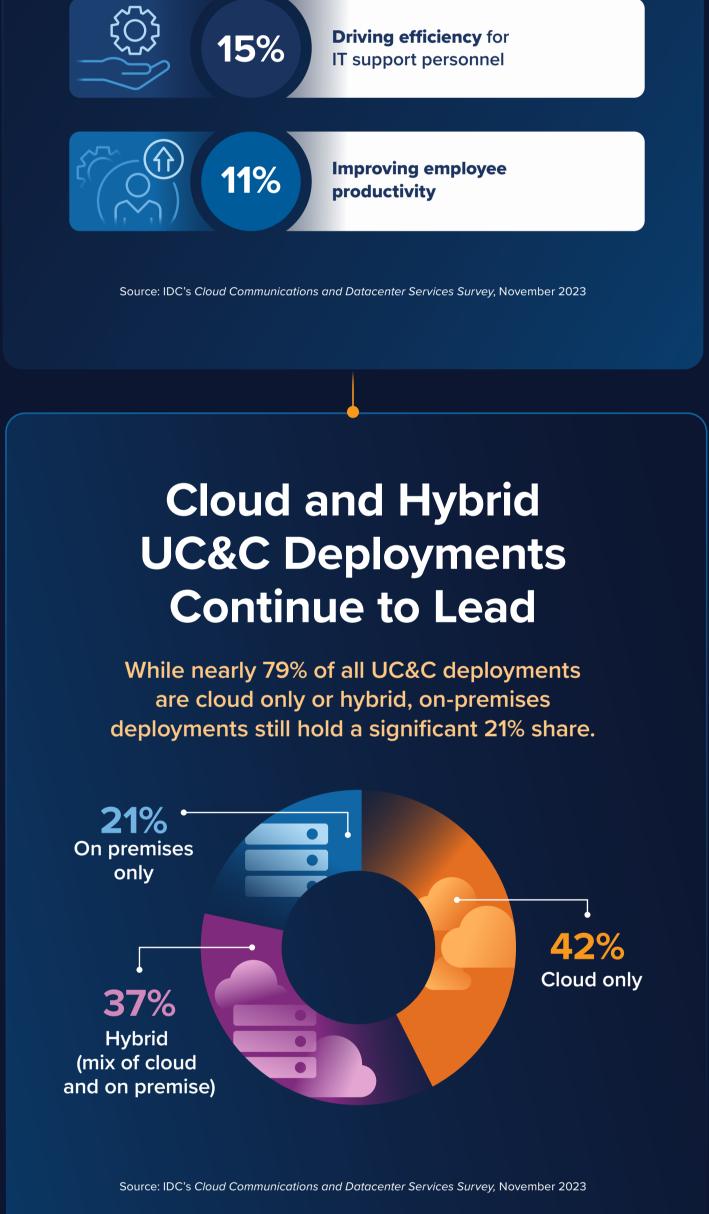
(% share of companies citing a benefit as most important for them to achieve with their UC&C solution in the next 12–18 mmonths)

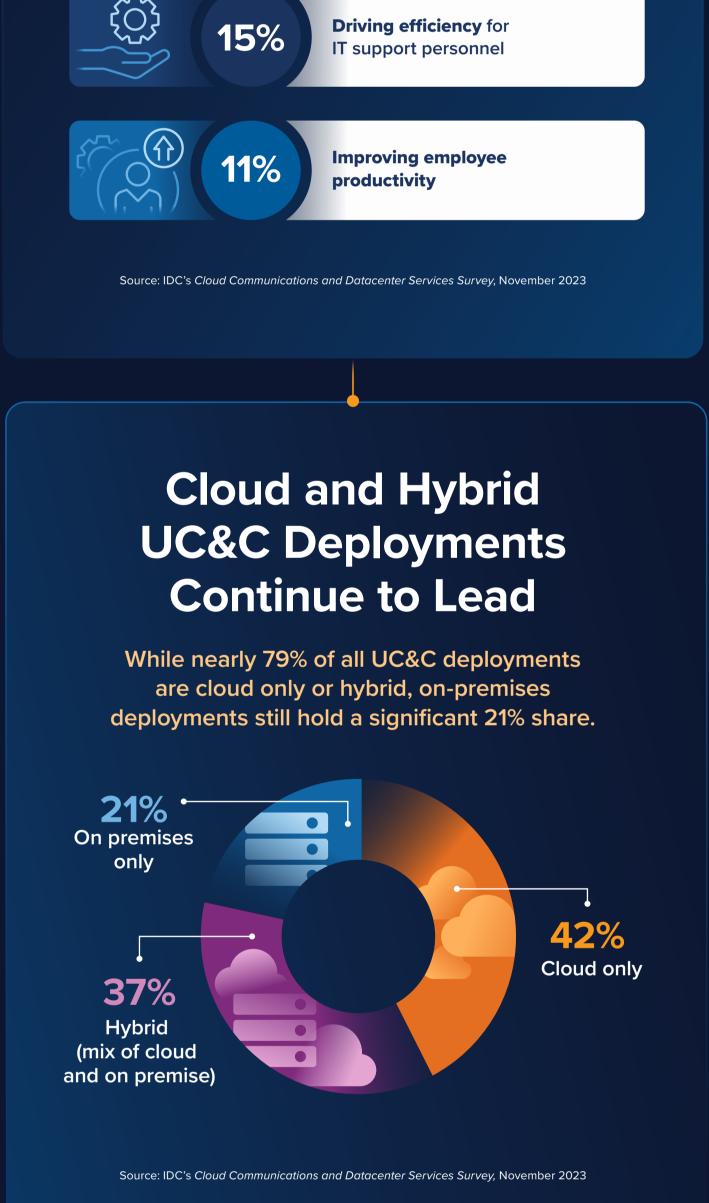


6%

Improving workflow management between employees on the back end and front end

Modernizing technologies by moving to cloud-based solutions





Businesses Demand AI-Powered, Integrated **UC&C** Solutions

Companies seek comprehensive, AI-powered UC&C solutions that are integrated with contact center capabilities to deliver a common experience for both employee and customer communications.



81%

of companies consider it important for their UC&C solution to include integrated contact center capabilities

Top five capabilities critical to a UC&C solution purchase:





Managed services, including implementation and analytics

Integrated voice, messaging, video, and collaboration software sold as an all-in-one



Automated creation of email and document drafts, presentations, and other content via Al integrations across workspace productivity tools

5

Seamless integration/interoperability with in-office meeting room technology and hardware

Bring Your Own Connectivity option

Sources: IDC's Future Enterprise Resiliency & Spending Survey, Wave 8, September 2023; IDC's Cloud Communications and Datacenter Services Survey, November 2023

Adopt integrated, interoperable, secure, and AI-powered UC&C solutions to drive enhanced productivity and collaboration.



Businesses are consolidating their UC&C solution providers, favoring integrated and interoperable platform providers that unify UC&C and contact center communications to deliver equitable customer and employee experiences along with comprehensive managed services.

Organizations seek real value from GenAl through productivity enhancements led by audio-video intelligence, automated content creation, and actionable insights/ analytics.

Cloud adoption remains key to incorporating flexibility and proactiveness in delivering innovative and equitable experiences to employees.

Improving collaboration and productivity will require investments in UC&C platforms, videoconferencing solutions for physical spaces, and IP telephony or voice calling solutions.

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