



Studies Show Most Enterprises will Initiate a Unified Communications Solution Soon

With the increase in mobile employees, there is a rise in the demand for Unified Communications (UC) solutions. To inform you of these industry developments, [O1 Phone VoiceStream](#) is presenting this whitepaper, featuring research from IDG Enterprise.

This whitepaper focuses on the growing demand for unified communications, driven by the market's increasingly mobilized workforce and the emerging Bring Your Own Device (BYOD) trend. UC not only provides organizations with increased flexibility, but also results in rapid return on investment, giving business owners the boost they need to drive their company forward in the everchanging business landscape.

Unified Communications (UC) Shows Increase in Growth for the Future



The adoption of unified communications is surging, with organizations investing more than ever in cloud technology. UC has proven to increase efficiency, productivity and customer service, causing businesses to revamp their aged phone systems with hosted UC solutions for a competitive market edge.

The IDG Enterprise “2015 Unified Communications and Collaboration” study affirmed that 56 percent of large enterprises and 66 percent of small-to-medium-sized businesses (SMBs) plan to implement or upgrade UC solutions in the next year.

In addition, the study revealed that 33 percent of organizations said they expect their UC budget to increase in the next 12 months.

Other study results included:

- Within the next two years, many organizations will move their UC model to hybrid and cloud-based environments, with enterprises leading the push.
- 39 percent of enterprises said they expect their communications budgets to increase, compared to 28 percent for SMBs.
- The largest areas of investment for enterprises are web, audio and videoconferencing services (47 percent), IP phones (44 percent) and email, fax and voicemail, including unified messaging (42 percent).

- Enterprises are making a greater push to invest in new communications technologies, such as videoconferencing, telepresence systems (44 percent), mobile UC hardware, software and applications (42 percent).

Primary Drivers for UC Investments:

- Improve employee collaboration and communication (43 percent)
- Increase productivity and customer retention (42 percent)
- Increase flexibility for employees and allow for a more mobile workforce (33 percent)

As UC technology continues to make leaps in advancement, organizations are recognizing the value it offers for growth, stability, flexibility, and market advantage.

UC features such as video conferencing, presence, IM, mobile integration and web collaboration enhance the key roles of today’s mobile workforce, creating a scalable, resilient and innovative business culture.

For more information on the benefits of implementing a hosted UC, cloud-based phone system contact us at: 1-888-444-1111 or visit: www.o1phone.com

