
Interactive Media Strategies Research Report

Prospects for Unified Communications:

Identifying Factors
Fostering the Integration of
Web Communications
Technologies

By: Steve Vonder Haar
Research Director
Interactive Media Strategies
December, 2008

INTERACTIVE
MEDIA STRATEGIES

Table of Contents

I. Introduction	3
II. Current Trends in Unified Communications Deployment	4
III. Favored Elements of Unified Communicaitons	9
IV. Priorities for Unified Communications.....	11
V. Conclusions and Recommendations.....	14

Exhibits*

Exhibit 1: Spending on Online Multimedia, Segmented by Unified Communications Deployment Status

Exhibit 2: Deployment / Interest in Unified Communications - Overall Respondents

Exhibit 3: Deployment / Interest in Unified Communications, Segmented by Annual Online Multimedia Budget

Exhibit 4: Deployment / Interest in Unified Communications, Segmented by Frequency of Online Multimedia Deployment

Exhibit 5: Deployment / Interest in Unified Communications, Segmented by Company Size

Exhibit 6: Deployment / Interest in Unified Communications, Segmented by Industry Vertical

Exhibit 7: Technologies Viewed as "Very Important" to Unified Communications, Overall Respondents

Exhibit 8: Favored Elements of Unified Communications, Segmented by Frequency of Online Multimedia Deployment

Exhibit 9: Perceived Effectiveness of Online Multimedia, Segmented by Deployment / Interest in Unified Communications

Exhibit 10: Gauges of Web Communications Effectiveness, Segmented by Deployment/Interest in Web Communications

Exhibit 11: Favored Elements of Unified Communications, Segmented by Functional Discipline

Exhibit 12: Citation of Desktop Video as "Very Important" to Unified Communications, Segmented by Functional Discipline

*** All Statistical Results Presented Represent Results from the Interactive Media Strategies' Enterprise Web Communications Survey, conducted in the Second Quarter of 2008. In the survey, 1,212 corporate executives were asked to detail their use, deployment and perceptions of a wide range of Web Communications technologies, including online multimedia, rich media, Web Conferencing, instant messaging and podcasting.**

"Prospects for Unified Communications"

I. Introduction

Evangelists of “unified communications” paint a vision for the future where businesses roll-out integrated suites of Web communications technologies that allow executives to access a range of application alternatives from a single on-screen interface. In its ultimate form, unified communications enables companies to manage and deliver a range of technology options – from web conferencing and online video to instant messaging and e-mail – via a single platform.

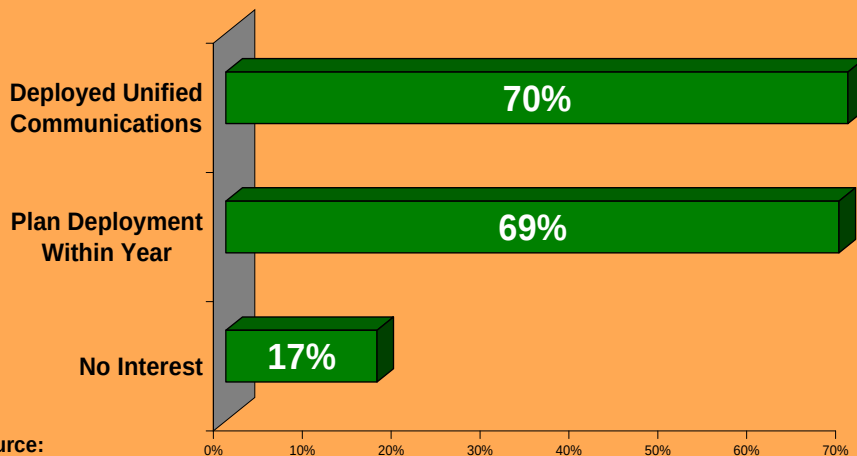
And while the realization of this grand vision of “unified communications” remains years away, incremental steps already are taking place that are introducing the benefits of technology integration to the marketplace. Vendors of Web conferencing solutions, for instance, are beginning to design and promote more prominent roles for online video within the confines of their on-screen interface. Likewise, instant messaging is assuming a greater role in helping identify when selected individuals are available for ad hoc online meetings.

In this report, Interactive Media Strategies takes a look at some of the new roots for unified communications sprouting in today’s corporate market by analyzing current adoption of initial attempts to integrate multiple Web communications technologies in a single solution. For purposes of current data analysis, a company will be considered to be “deploying” unified communications if it has implemented a single solution providing two or more Web communications applications via a single user interface. While this represents a narrow definition

compared to the future vision for unified communications, this method allows us to begin identifying market sectors where the integration of Web communications technologies is beginning to take hold.

As illustrated in Exhibit 1, the rise of unified communications will be a major issue for vendors of enterprise online multimedia technologies. Of the companies that have

Exhibit 1: Spending on Online Multimedia, Segmented by Unified Communications Deployment Status



Source:
IMS Enterprise Web
Communications
Survey; 2Q2008

deployed unified communications (as defined in this report), 70% also spend more than \$50,000 annually on implementing online multimedia technology. Likewise, 69% of companies that plan to deploy unified communications within a year of Interactive Media Strategies’ most recent survey report online multimedia budgets in excess of \$50,000 per year. Among those organizations with no

“Prospects for Unified Communications”

stated interest in unified communications, only 17% report annual online multimedia budgets exceeding \$50,000.

In short, companies investing in online multimedia also spend to deploy unified communications. Over time, it is reasonable to expect that these companies will look for unified communications solutions that incorporate online video among the technologies offered in a suite of online communications applications.

This report will discuss the sectors of the market where unified communications appears to be gaining traction and the Web communications technologies that resonate most among organizations and executives with an interest in implementing unified online communications solutions.