

European Unified Communications and Collaboration

The shift to hybrid work, fueled by generative AI, is bringing about significant changes in the unified communications and collaboration (UC&C) market. Collaboration platforms are now the primary interface for colleagues to meet and work together. The capabilities and flexibility of UC&C platforms determine how well a business can conduct its day-to-day functions. UC&C needs to support a much wider and more diverse range of use cases, tailored to specific organizational workflows/business processes. IDC's *European Unified Communications and Collaboration* program provides detailed insight into enterprises' changing needs, technological developments, and the competitive landscape, and it offers actionable advice for providers in this space.

MARKETS AND SUBJECTS ANALYZED

- Enterprise requirements today and in 2028
- Vendor strategies and transformation in the cloud era
- Equipment vs. software
- On-premises vs. as-a-service models
- IP PBX, IP phones, and video conferencing equipment
- Collaborative applications
- UC&C life cycle services
- Enterprise video platforms
- Impact of new, innovative software-based competitors

CORE RESEARCH

- European Unified Communications and Collaboration Forecast, 2023–2028
- European Unified Communications and Collaboration Equipment and Software Market Shares, 2023
- European UCaaS Forecast, 2023–2028
- European UCaaS Market Share, 2023
- European Enterprise Communications Survey, 2024: Attitudes Toward UC&C
- European Collaborative Applications Forecast, 2023–2028
- European Collaborative Applications Market Share, 2023

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: [European Unified Communications and Collaboration](#).

KEY QUESTIONS ANSWERED

1. How is the use of unified communications and collaboration evolving in line with hybrid work?
2. What are the deployment options for enterprises to modernize UC&C?
3. What does UC life cycle management look like as the market shifts to different deployment options?
4. How are the roles of channel partners evolving as the market shifts from on-premises to cloud solutions?
5. How is the focus on customer experience driving changes in the contact center market? How is omnichannel evolving in the contact center space?
6. How will emerging solutions and vendors impact the competitive landscape?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the European unified communications and collaboration market, including:

8x8, Alcatel-Lucent Enterprise, Atos, Avaya Inc., Blue Jeans Network, Inc., Cisco Systems, Inc., Ericsson, Genesys, Google, GoTo, Huawei Technologies Co., Ltd., Huddle, IBM, Lifesize, Microsoft Corporation, Mitel LLC, NEC, Poly, RingCentral, salesforce.com, Vidyo, Slack, Vonage, Zoom