

Carriers must find new competitive strategies to protect and grow their base of business as popular OTT (over-the-top) brands, such as Facebook and Google, enter the communications market as competitors.

The 2017 Unified Communications and Collaboration (UC&C) market is expected to be

**\$23.7B**<sup>1</sup>

**86%**

of executives cite lack of collaboration or ineffective communication for workplace failures<sup>2</sup>

**74%**

of SMB's are allocating over 25% of their IT budget to conferencing solutions<sup>4</sup>

Companies that deploy collaboration tools reported over

**72%**

in better business performance<sup>1</sup>

**60%**

of organizations rate collaboration as a key enabler of various business objectives<sup>2</sup>

**53%**

of enterprises and 57% of SMBs are making investments in integrated web conferencing<sup>3</sup>

Don't miss out on the booming Unified Communications and Collaboration market

The telco industry will lose a combined

**\$386B**

between 2012 & 2018 from customers using OTT voice applications

Ovum

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UC&C partnerships will play a crucial competitive role in enhancing the value of Telco Carrier offerings in the digital economy landscape.

"Skype for Business could take on the major telcos, as Microsoft looks to provide traditional voice call solutions as well as video conferencing."

Computer World UK