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IDC forecast healthy growth for the global content collaboration software market-- revenues should reach a total of $6.2 billion by 2019 with 13.4% CAGR for the 2014-2019 period.



A good part of such growth comes from a need to connect unstructured, ad hoc collaboration with structured content-centric business processes. The cloud will also drive business, with public cloud-based collaboration achieving 23.1% CAGR while on-premises growth remains essentially flat at 0.8%.

The analyst also points out the future of content collaboration lies in the intersection between structured work in ECM and unstructured sharing in FSS-- meaning personal productivity demand will continue pushing the market towards more seamless and dynamic solutions.

"We see a broad continuum of customer needs when it comes to effective collaboration around content. The need to exchange information with collaborators inside and outside the organization – and activate it in the context of critical business processes – is driving the convergence of several markets," IDC says. "The cloud is the big disruptor here. It will be interesting to watch the competitive maneuvering as vendors expand their offerings to compete across the broader continuum, and these markets collide."

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