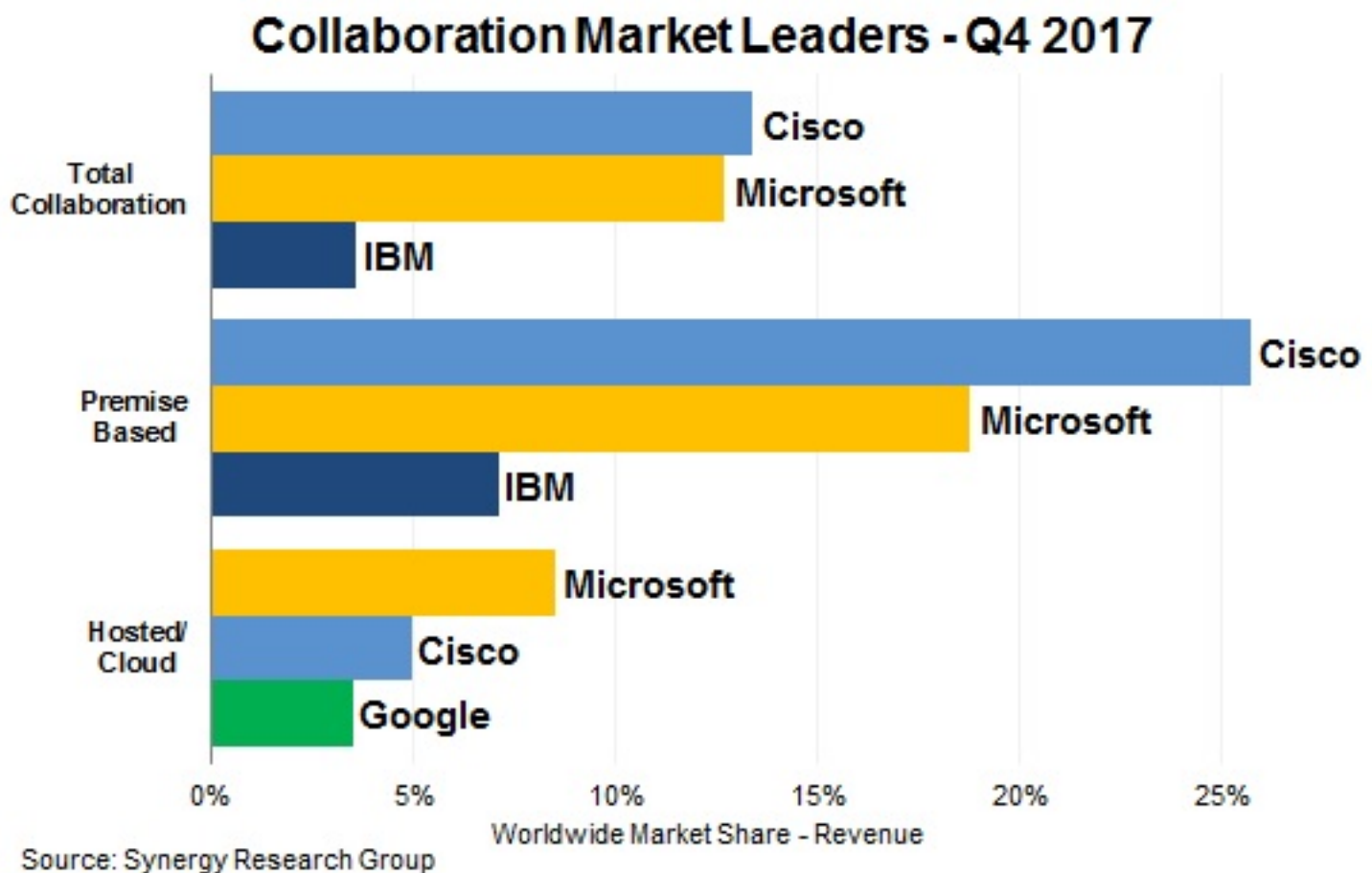


Collaboration Market at an All Time High

Written by Frederick Douglas
05 April 2018

The collaboration market is at an all-time high, Synergy Research Group reports, as Q4 2017 revenues total \$10 billion, thanks to strong growth in hosted/cloud solutions.



The analyst includes enterprise voice, UC applications, telepresence, email software, enterprise content management, enterprise social networks and housed/cloud communications and applications as part of the collaboration market. The quarter sees "particularly strong" growth in teamwork applications, cloud/hosted email, cloud file sharing and contact centre as a service (CCaaS), while teamwork applications such as Cisco's Spark and Slack are "an emerging and super-high growth area."

"Collaboration continues to be a somewhat fragmented market that is characterised by a long list of disruptive and high-growth companies and we are now having to track 160 different

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vendors and service providers in order to really understand the market” Synergy says. “That being said, Cisco and Microsoft clearly set themselves apart as large-scale vendors whose portfolios span multiple major segments of the market and whose activities span the globe. Cisco is a clear market leader in N. America and APAC regions, while Microsoft has a lead in EMEA and Latin America.”

Cisco and Microsoft are the top collaboration vendors, with IBM and Avaya following "at a distance." Cisco leads thanks to a dominant position in premise-based solutions, although it also sees growth in the hosted/cloud segments. Meanwhile Microsoft has a strong lead in hosted/cloud collaboration, but the market segment is fragmented to the point no single vendor has double-digit market share.

Other major collaboration players include Mitel, Google, Polycom, LogMeIn, Genesys, AT&T, Verizon, RingCentral, UNIFY and ALE.

Go [Cisco and Microsoft Battle for Leadership as Collaboration Market Reaches All-Time High](#)