

## Cisco's Jabber Packs a Free Punch

Written by Bob Snyder  
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Jabber in one sense means in English “to talk rapidly.” In another meaning, a “jab” is a poke, a punch.

Probably Cisco is pleased by both connotations as **Jabber** is Cisco's latest commercial punch at Microsoft in the unified communications space.

IDC estimates the unified communications market (videoconferencing is one component), to grow to \$44 billion by 2015. Microsoft's Lync enjoyed very little competition until now.

Working with all client devices and operating systems, the application Jabber allows users to access Cisco's voice, video, presence, messaging, presence and conferencing platforms. There are no server or client licensing costs for existing customers.

Let me repeat that: no server or client licensing costs for existing customers.

Cisco wants you to use the Jabber application to create up-sell opportunities and drive adoption of the wider collaboration portfolio. Oh, yeah...**and win market share from Microsoft Lync..**

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