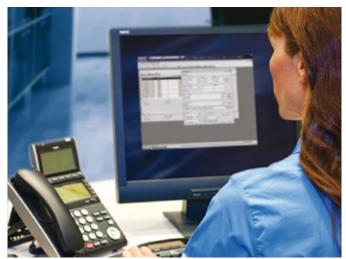
Written by Marco Attard 20 January 2011

IDC predicts the EMEA UC market will grow to \$16.6bn by 2014-- after being worth around \$8bn by 2010's end.



As the credit crunch continues all over the region, enterprises will be more cautious in their IT spending. Thus IDC's prediction suggests moderate Y-o-Y over the next 5 years.

UC solutions sold as hosted or cloud-based services will grow steadily as businesses continue to outsource-- primarily to reduce network management and maintenance costs.

Companies' needs for external expertise (as they move from a capex-based to an opex-based model) will drive CPE equipment managed services.

Fierce competition among legacy vendors will also lead to more mergers and acquisitions over the next 5 years.

IDC concludes that vendors will have to work closely with their channel partners as sales teams understand the value of UC (by focusing on vertical market expertise).

Go EMEA UC Market Will Double in Size by 2014 Says IDC

## **Moderate Growth Ahead for Unified Communications**

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