

## Moderate Growth Ahead for Unified Communications

Written by Marco Attard  
20 January 2011

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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](#)

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