Demand for unified communications (UC) solutions is growing strong according to COMMFusion-- predicting the total UC market will reach $18.5 billion by 2013 with a CAGR of 12%.



The demand comes from all sectors, from SMBs up to enterprise level.

COMMFusion says a lot of businesses use only some component from a UC solution (mostly IM or conferencing) but fail to tap into the full potential of UC solutions-- and the channel has a role in providing clients with the best insights on UC solution implementation.

According to the analyst, VARs can make an additional 20-30% in revenue by adding expertise as a form of professional service.

VARs can combine products from multiple vendors to create a complete solution tailored to their cusotmers, selling either different product suits or a la carte UC solutions.

Such a UC package would include combinations voice and video conferencing, call centre, IM/presence, clients or endpoints, social networking and mobility features.

Go COMMFusion