

Freemium Services Drive Enterprise Collaboration

Written by Marco Attard
15 December 2011

ABI Research reports the global enterprise social collaboration market reaches revenues of \$898.6M and 51.7% Y-o-Y growth in 2010-- and will reach \$3.5BN by 2016, with a higher CAGR for the period.



What drives the adoption of such services? Cloud-based freemium services. Users demand enterprise services similar to those they already use (and have positive experiences with) within the consumer world. Also pushing enterprise social platform adoption forward are applications convergence, business process integration and technology consolidation, ABI says.

The market is becoming "truly multi-modal" with social interactions over mobile devices growing exponentially-- and thus cloud-based platforms gain increasing relevance amongst vendors.

"Vendors realize the cloud is a powerful facilitator for application mobilization and federation across multiple devices compared to premises-based solutions," the analyst says.

SharePoint implementations remain pervasive, but smaller vendors are also building solutions with compelling "social" features integrating with Sharepoint-- bridging solution gaps while addressing market needs.

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