

Phase 3: Mature

Mature technologies are well understood and widely used. This does not mean that further evolution is not possible or even likely, only that change is not necessary for the technology to be useful. Some technologies, like email, may stay in this adoption phase for decades, but maturity does not mean inactivity; market forces or tactical developments are always poised to transform the underlying process or create a new paradigm. In the case of email, for example, cloud-based services may shrink the market for local email servers, thus changing the vendor landscape; they may also replace peripheral functions like content archiving and instant messaging with more specific and suitable solutions, thus altering user behavior and redefining the “normal” scope of email. In 2020, there will still be email, but both the players and the game will have changed as a result of incremental changes in the use of enterprise social networks and other technology domains.

◆ Cloud Office Suites

Cloud office suites provide tools that can bring responsiveness and agility to businesses. Having ready access to office collaboration and productivity tools online in the cloud on any device for those behind and outside of the firewall, allows easy exchange of information to address business needs. The rise of computing platforms such as Google Chromebooks is due in part to the fact that Cloud Office Applications can be easily accessed and utilized.

For a growing number of enterprises, office communication and productivity suites are leading candidates for moving to the cloud. Combined with flexible client choices and support for the needs of an “anytime, anywhere” workforce, enterprises are finding cloud office to be a preferred workplace. As the workforce is more remote, cloud office suites and mobile access connects workers with information and each other in real time.

◆ **Cost-saving opportunity:** Cloud office suites offer cost savings over traditional on-premises office productivity applications. Costs have dropped to \$2-\$4 per user per month for full access to email, office productivity apps and real-time collaboration.

Representative Vendors: Amazon, Google, IBM, Microsoft, and Zoho.

● Unified Communication and Collaboration (UCC)

UCC as a market and set of technologies has emerged from UC to incorporate real-time and asynchronous collaboration capabilities into one suite. The original intent behind UC was to be an integrated multimodal communication capability including voice and telephony, IM and presence. What was the IM and presence platform has morphed into a full communications and collaboration platform.

However, UC's promise to improve productivity has for the most part gone unfulfilled. The fervor behind UCC is an effort to recast UC with people-oriented collaboration capabilities integrated into everyday business processes. Emerging trends dictate that vendors are now trying to recast their offerings as a PaaS platform to extend capabilities and also to embed their collaboration services into other business applications.

Representative Vendors: Avaya, Cisco, Huawei, IBM, Microsoft, Polycom, and Unify.

▲ Enterprise Social Networks (ESNs)

Enterprise Social Networks, also known as Communities, let people connect and share knowledge and content with others. ESNs continue to be deployed but not at the pace of several years ago. Social Intranets and Social Learning are two of the leading use cases for them.

ESNs can speed up communication and enhance the interaction between people inside and outside of the organization. ESNs can be transformative due to the ability to find people that might be able to help with a project or contribute an idea not otherwise known.

▲ Transformative potential: Since interpersonal dynamics are the foundation of the modern business enterprise, the social transformation affects every aspect of corporate life, both internal and external.

Representative Vendors: Bloomfire, BraveNew, Huddle, IBM, Igloo, Jive, Lithium, Microsoft, Salesforce, SAP, Sitrion, SocialText, Tibco, and VMware.

▲ H.264 SVC

Scalable Video Coding (SVC) is part of the H.264 MPEG-4 Advanced Video Compression (AVC) standard. It automatically adjusts the size of a video stream if there is a reduction in