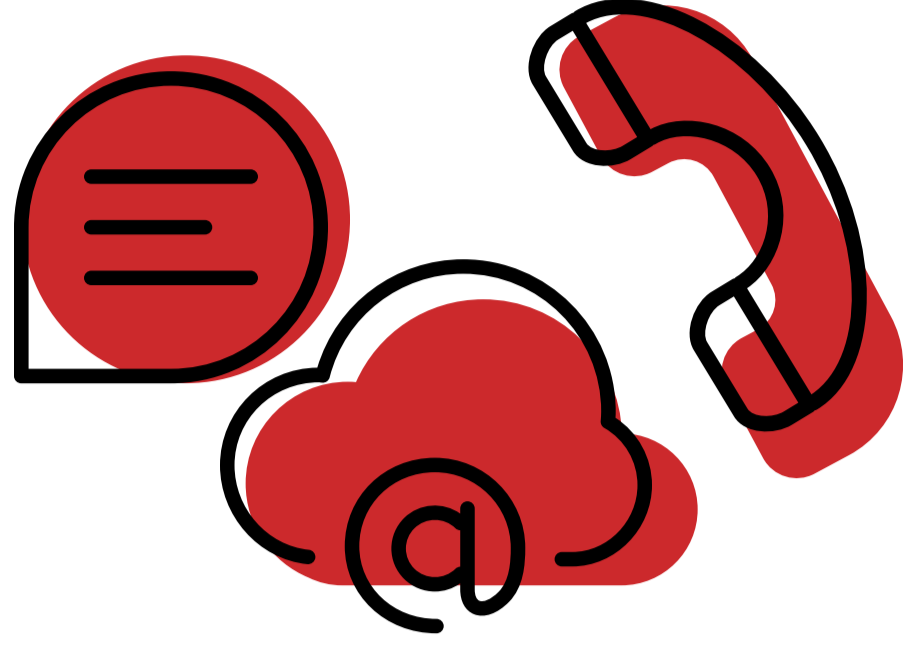


10

MAJOR TRENDS IMPACTING COMMUNICATIONS & COLLABORATION



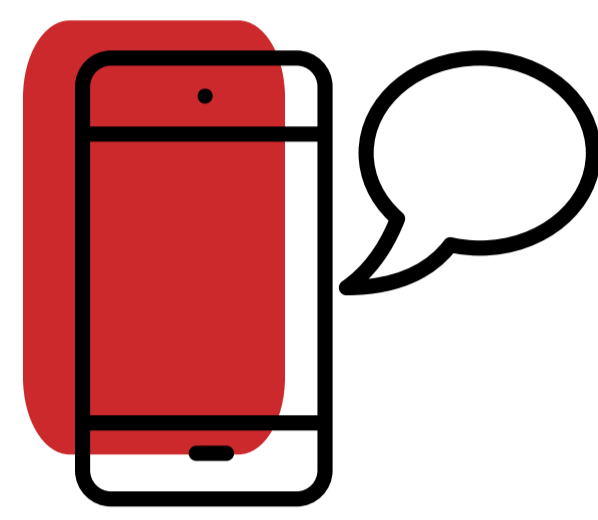
PEOPLE-CENTRIC COLLABORATION

Rather than focusing on channel-specific UCC (unified communications and collaboration), people-centric collaboration takes into account the technologies that people increasingly want to use.



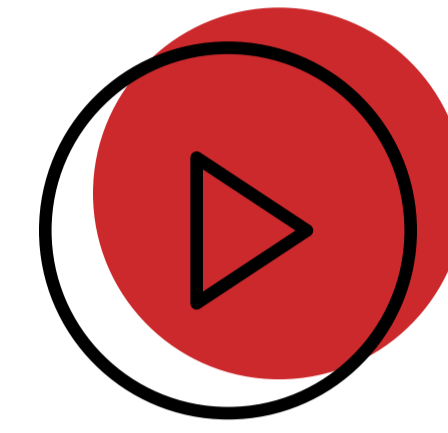
MESSAGING

Messaging will challenge email and phone calls for the top communication method, as teams are using chat as the fastest way to communicate and collaborate.



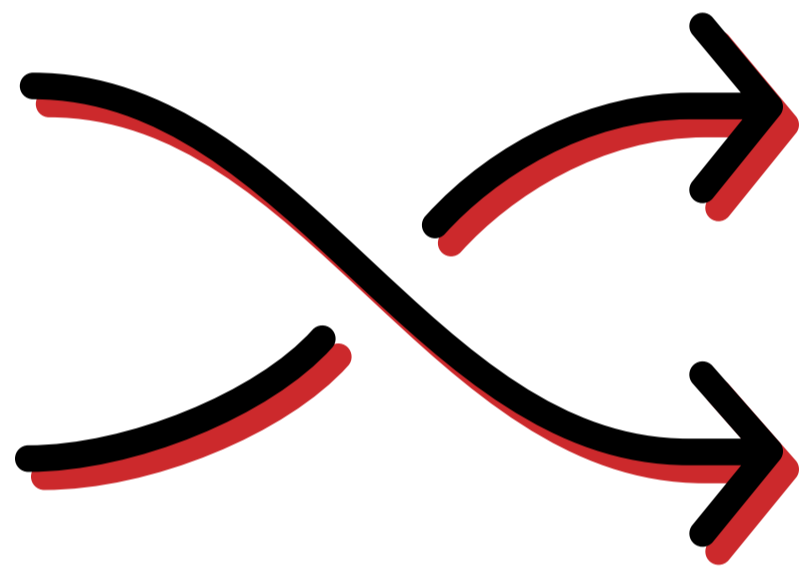
MOBILE

More people have mobile devices; users prefer the immediacy of messaging-based interactions and will expect to access video meetings from any device.



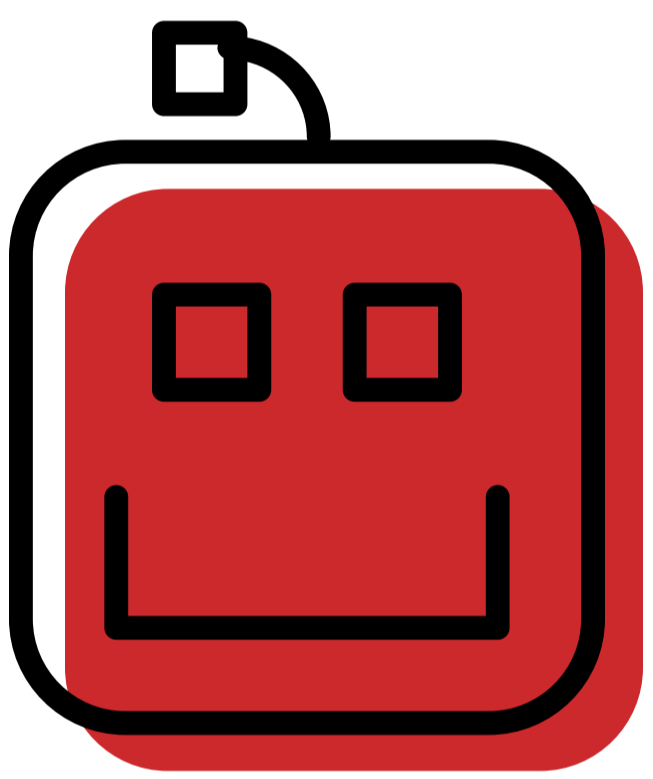
VIDEO USE CASES

Demand is growing for live video and video mobility, and video will only become more critical as video analytics gains popularity.



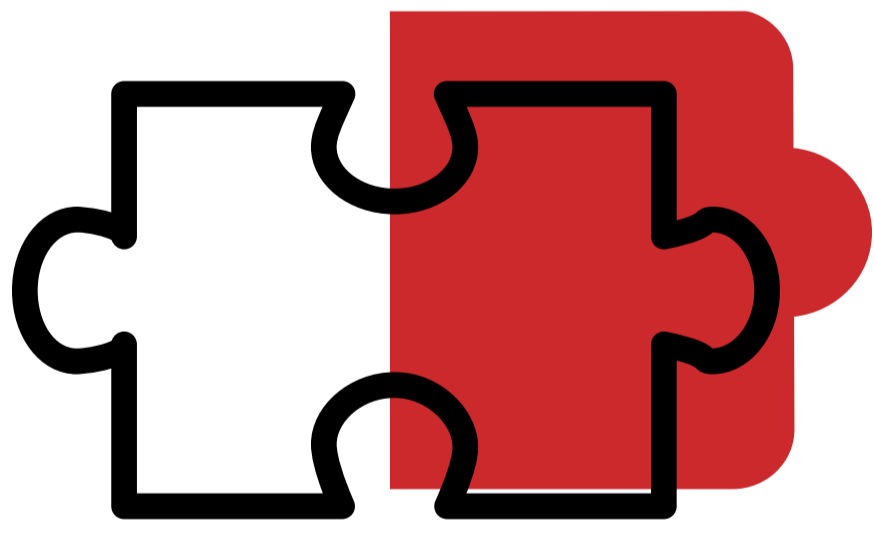
SEAMLESS, OMNICHANNEL APPROACHES

With multiple forms of outreach, users need to seamlessly switch to the right method of interacting with others.



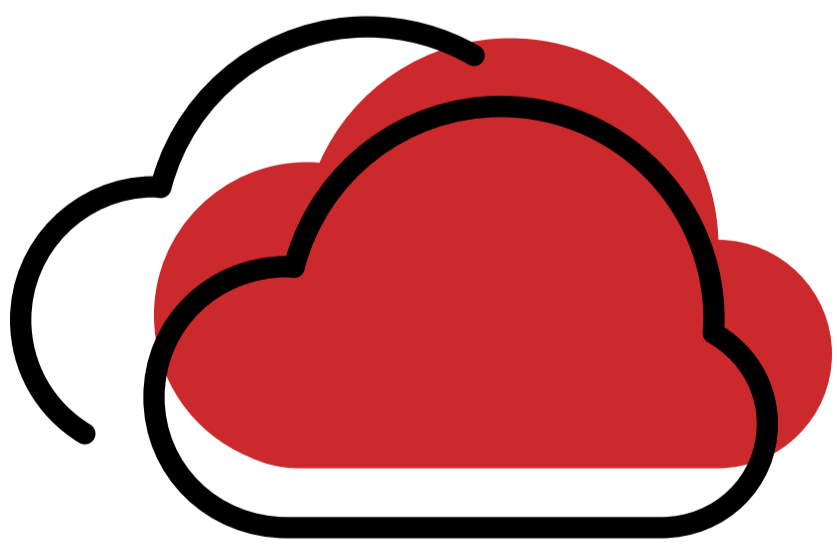
CHATBOTS & AGENTS

AI-based digital assistants will be able to accomplish more tasks for users in the quest to make collaboration and communications more seamless and automatic. Aragon predicts that by YE 2021, 40% of UCC providers will offer an AI-based digital assistant.



INTEGRATION

The ability for UCC tools to integrate with other applications enables enterprises to transform into fully digital businesses.



CLOUD OFFERINGS

SaaS and hybrid cloud-based voice offerings allow enterprises to leverage on-premise infrastructures, but still enjoy flexibility that cloud offers on a go-forward basis.



UCC PLATFORMS

Buyers want more than voice. Enterprises should focus on UCC providers that can deliver at least two or more UCC capabilities.



FASTER OUTCOMES

Enabling simpler and faster customer, partner, and employee journeys leads to improved productivity.