Enterprise Communications Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Enterprise Communications Services* analyzes enterprise demand for connectedness and examines technologies such as WAN networking services, unified communications as a service (UCaaS), and embedded communications services (CPaaS). Network services covered include MPLS, Carrier Ethernet, and IP services (i.e., IP voice and internet access). The research examines communications service provider strategies for targeting the enterprise market and evaluates the competitive positioning of various players including traditional telecom providers, managed service providers, cable companies, OTT service providers, and UCaaS and CPaaS providers. The program also explores demand-side market dynamics, the factors fueling enterprise WAN transformation, business adoption of VoIP solutions, and the dynamics of creating API-based applications.

Markets and Subjects Analyzed

- WAN, MPLS, Ethernet, and private circuits
- CPaaS voice, SMS, and video trends
- UCaaS, SIP trunking, and IP phone
- Emerging communications service provider strategies
- Enterprise voice migration trends
- Cloud communications service provider trends and end-user adoption

Core Research

- IDC MarketScape: Worldwide CPaaS Vendor Assessment
- IDC MarketScape: U.S. UCaaS Vendor Assessment
- U.S. Business Wireline Telecommunications Services Forecast
- Worldwide and U.S. Enterprise Wireline Telecommunications Service Provider Market Share

- Worldwide CPaaS Market Forecast
- Worldwide and U.S. UCaaS Service Provider Market Forecast
- U.S. Enterprise Communications Survey

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Enterprise Communications Services.

Key Questions Answered

1. Which WAN technologies are best positioned to benefit from migration trends?
2. What is CPaaS, and what use cases are gaining traction?
3. How are enterprises adopting/creating API-based applications?
4. What are the key drivers, adoption, and use trends regarding enterprise data and voice migration to IP services?
5. What are the key drivers of telecom purchasing decisions?
6. What communications technologies are becoming top priorities in enterprises connectedness strategies?
7. What are the competitive strengths and weaknesses of the various players targeting the enterprise telecommunications market in the United States?

Companies Analyzed

IDC's *Enterprise Communications Services* research examines how business network service providers are positioning themselves to compete in the data networking market. This service reviews the strategies, market positioning, and future direction of several providers in the business network services market, including:

8x8, Agora Lab, Alcatel-Lucent, AMD, AT&T, Avaya, Bandwidth, BT, Charter Communications, Cisco, CM.com, Cogent, Comcast Business, Cox Business Services, Dialpad, Frontier Communications, Fuze, GoTo, imimobile, Infobip, IntelePeer, Intrado, Kaleyra, Lumen, Masergy, MessageBird, Microsoft, Mitel, Nextiva, NTT Ltd., Orange Business Services, PGi, Plivo, RingCentral, Sinch, Soprano Design, Spectrum Enterprise (Charter), Syniverse, T-Mobile, T-Systems, Tata Communications, Telefonica, TeleSign, Telnyx, Twilio, Verizon, Vodafone Business, Vonage, Voximplant, Windstream, Zayo Group, and Zoom.