Aragon Research Publishes the 2018 Globe™ for Unified Communications and Collaboration

As voice, video, messaging, and collaboration offerings become more intelligent, a shift to people centric collaboration marks this transitional period for the UCC market.

PALO ALTO, Calif. (PRWEB) April 05, 2018 -- Aragon Research, a technology-focused research and advisory firm committed to providing thought-leading visual research and trusted advisory services, announced the publication of its second Globe report for Unified Communications and Collaboration.

In 2018, Aragon predicts that demand for mobile messaging will increase, new video use cases will arise, and more providers will acquire chatbot capabilities as the market continues to formulate toward an integrated offering that leverages seamless, omni-channel communication.

The 2018 Aragon Research Globe for Unified Communications and Collaboration identifies new elements of UCC and evaluates 15 major providers that are at different stages of an integrated UCC offering. Executive leaders should use this report to understand the current state of the evolving UCC market, plan for a shift to multi-modal communications, and evaluate providers based on the needs of business units.

“Aragon feels that there is a need to put people at the center of UCC, which is why we think it is more about people centric collaboration than channel-specific UCC,” said Aragon Research Founder, CEO, and Lead Analyst Jim Lundy. Lundy continued, “With seamless communication and collaboration, a UCC platform will provide improved work experience, better customer interactions, and higher productivity, enabling organizations to better compete in today’s digital world.”

Although enterprises are still in the process of establishing an enterprise standard for UCC, intelligent communication and collaboration capabilities will drive digital transformation, automate work tasks, and produce outcomes faster. Aragon clients can learn more in the Aragon Research Globe for Unified Communications and Collaboration, 2018.

About Aragon Research
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