**Aragon Research Reveals the 2019 Globe for Unified Communications and Collaboration**

*Aragon identifies AI and team collaboration as part of the modern UCC approach.*

PALO ALTO, Calif. (PRWEB) April 24, 2019 -- Aragon Research has published its third annual Globe™ for Unified Communications and Collaboration. The report examines 14 major providers in a market that focuses on all forms of communication and collaboration.

The report states that the current UCC market is driven by voice and email communications in the enterprise. However, Aragon believes the go-forward approach to UCC will be an integrated offering that allows people to collaborate and communicate in a more seamless fashion.

One of the major trends Aragon identifies in the market is the need for real-time collaboration, which is driving the demand for team collaboration. Team collaboration will only continue to grow as product functionality and better integration with other UCC modalities becomes commonplace. Aragon predicts it will become the primary way that people communicate and collaborate by the end of year 2025.

Aragon also identifies automation and intelligence as trends that will become critical differentiators in the UCC market. Enabled by integrated technologies such as conversational AI, a platform that can arrange meetings and calls is now part of the modern UCC approach.

“If business leaders want faster outcomes, then it’s imperative that they shift towards a UCC platform that provides seamless communications and collaboration,” said Jim Lundy, CEO of Aragon Research. “We expect more UCC providers to expand their focus on team collaboration and invest in AI to better support how people work.”

The providers evaluated in the Globe report include: Avaya, Cisco, Dialpad, Fuze, Google, LogMeIn, Microsoft, Mitel, NEC, Nextiva, RingCentral, Unify, Vonage, and 8x8.

Enterprises should use this Globe report to help them begin evaluating UCC providers and to understand where the market is headed. Aragon clients can access The Aragon Research Globe for Unified Communications and Collaboration, 2019 in the AIN client community or on aragonresearch.com.

About Aragon Research

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