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Unified Communication and Collaboration Integrations for Modern Business Workflows

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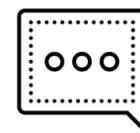


Research Objectives

The immense collaboration surge—driven at least in part by an increase in remote and hybrid work environments—has pushed companies to centralize workflows, efficiently manage projects, and facilitate real-time interaction between employees. However, many of these platforms still lack the abilities to integrate with legacy applications, build custom applications, and consolidate business processes. Given that communication and collaboration platforms are a top business priority that directly affect employee experience, productivity, and engagement, IT professionals and executives are exploring opportunities to consolidate platforms while embracing a cloud consumption model.

In order to understand how and where businesses plan to consolidate communication and collaboration platforms, as well as the dynamics involved in embracing cloud-based models, ESG surveyed 375 IT and business professionals personally involved with their organization's communication and collaboration technologies and processes.

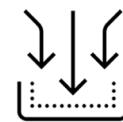
This study sought to:



Determine the extent to which organizations are pursuing a unified communications-as-a-service (UCaaS) solution to help consolidate communication channels and aggregate collaboration applications.



Gain insights into what matters most for IT operations, LoB executives, and end-users, as well as what may be slowing down UCaaS investment.

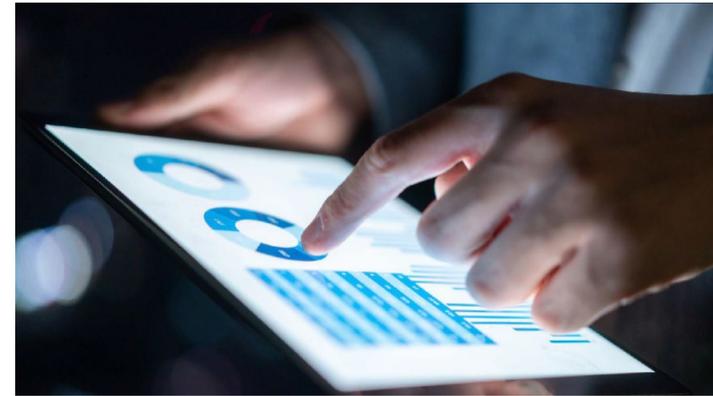


Understand the common tipping point for stakeholders to consolidate multiple communication and collaboration platforms into a UCaaS solution.



Gauge buyer preferences for the capabilities, economics, and business value of a UCaaS solution.

key findings



Improving Customer and Employee Experiences Top Business Priorities Driving UCC Strategy

Cloud-first platform strategy continues to raise concerns around security attacks.



Communication and Collaboration Buying Teams Continue to Expand Across IT and LoB

Involvement increases from LoB personas such as CX/customer service, project management, and operations.



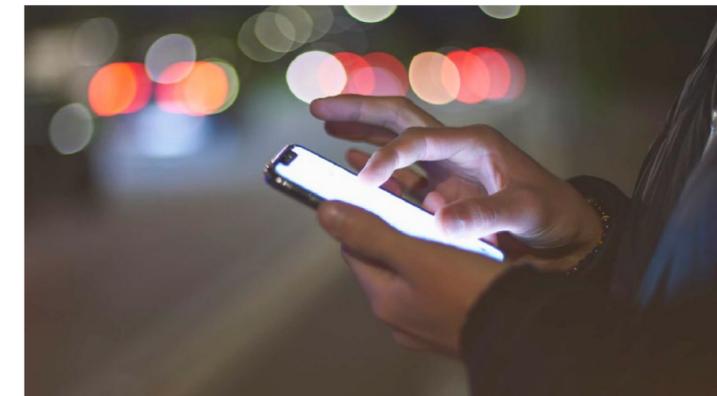
Improved IT Management and Operational Efficiency Are Key Benefits of UCaaS Platforms

Strengthening communication and collaboration security posture is also a key benefit.



CCaaS Success Limited by Lack of Features and Communication Channel Choices

Workforce optimization and omni-channel management becoming essential features in the evolution of hybrid work.



Networking Strategies Map to Delivering Better Performance and Experiences

Top network challenges centered around delivering secure, consistent, and reliable connectivity.

Improving Customer and Employee
Experiences **Top Business**
Priorities Driving UCC Strategy

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