M247 Trends

Unified Communications trends to look out for

The adoption of Unified Communications (UC) solutions is surging across all industries and businesses of all sizes.

Let's take a look at what were anticipated to be top UC trends in 2020 and how accurate they were.

Unified Communications as a Service UCaaS

UCaaS was a top trend prediction of 2020 and has proven itself to be an ever-evolving concept. This looks set to continue into 2021 and onwards.

In 2020 **70%** of businesses plan to permanently **shift employees to remote working after the Covid-19 crisis ends**[1]

UCaaS has been enjoying **29%** **annual growth**[2]

80% **of all internet traffic** will be video calls by 2021[3]

According to Transparency Market Research, the UCaaS industry will have a value of **$79.3 billion** **by the end of 2024**[4]

By 2022 **40%** of new enterprises **will be cloud based**

Communications Platform as a Service CPaaS

CPaaS was expected to transform commercial and business communication in 2020. The CPaaS market remains booming and is expected to continue to grow.

According to Gartner **in 2020 CPaaS was growing at a rate of** **40%**

API

67% of enterprises expect CPaaS to have an impact on their organization within the next 3-5 years[5]

Video Conferencing as a Service VCaaS

As video conferencing has continued to evolve over the years, it has grown to become the chosen method of communication for forward-thinking businesses across the globe.

45% of teams were **using video calling tools** daily or weekly in 2020[6]

Gartner's Magic Quadrant predicts:
Only **25%** of meetings will be **held in person** by 2024

Microsoft Teams daily active users in 2019 **20 million**

Predicted to jump to 44 million in 2020
By the end of 2020 users reached **115 million**[7]

Contact Centre as a Service CCaaS

A contact centre is the connection point between a brand and its customers.

By 2022 an estimated **50%** **of contact centres** will be using CCaaS[8]

The CCaaS market is worth **$20 billion annually** It is expected to see **90% migration to the cloud over the next 5-6 years**[8]

Contact our team today to find out more

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Sources: 1.Gartner 2.UCToday 3.Cisco Annual Internet Report (2018–23) White Paper 4. Cision 5.Statista 6.GetVoip 7.CXToday 8.Gartner's Global 2020 Magic Quadrant