

# How Companies Are Using Collaboration Solutions



By now, email and VoIP phones have become fixtures in most offices. When considering the variety of tools that fall under the umbrella of unified communications, however, many businesses embrace only a small fraction of the technologies available today. Given the advancements in collaboration solutions over the past few years, West Unified Communications Services wanted to learn how widespread the use of various UC tools really is in today's workplace.

250

We surveyed 251 IT managers to understand what UC technologies their organizations provide to employees, why certain tools were adopted and their companies' plans to invest in and implement additional communication solutions in the future. Here's a look at what we found.

**68%** of companies have UC tools beyond basic email and voice. But looking at the top UC tools, it's clear that audio is still communication king:

### Top UC Tools

<b>79%</b> Audio conferencing	<b>76%</b> Web conferencing	<b>73%</b> IM/presence
<b>68%</b> Video conferencing	<b>67%</b> Screen sharing	<b>43%</b> Social Collaboration

**Audio and web tools reign supreme, though many offices fail to integrate the two**

**Video is the most likely tool companies will add in the next three years**

**36%** said they expect to implement or expand capabilities in next 3 years.

**67%** say their organizations' employees can automatically forward incoming calls to their mobile device.

**50%** say staff can access their work voicemail from their email.

**Most important UC tools for success:**

1. Audio Conferencing
2. Web Conferencing
3. IM/Presence
4. Video Conferencing
5. Screen Sharing

**Almost one-third of IT Managers called out video as the most difficult technology to maintain.**

**Nearly half cited the same concern for social collaboration tools, which could explain its spotty adoption.**

**Why are companies delaying deployment of UC tools?**

**52%**  
It's not a "must have" priority

**23%**  
Cost

**What is your primary motivation for investing in a new UC tool?**

<b>53%</b> To increase productivity	<b>11%</b> Existing tools are outdated/difficult to maintain	<b>10%</b> Executive/upper management demand	<b>9%</b> To reduce business travel costs	<b>9%</b> Customer or vendor requirement	<b>8%</b> Employee demand
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**How do you choose your UC provider?**

**40%** of respondents feel it's important to procure UC tools from a sole provider

**29%** of total respondents would delay investing in a new technology until their preferred vendor released its own version

More than half (56%) of IT leaders believe that relying on best-of-breed communication and collaboration tools is more important than adopting tools from the same vendor.

15% prioritize maintaining vendor continuity over leading solutions.

Half of companies with budgets between \$26,000 and \$100,000 have implemented UC tools beyond basic audio and email solutions

89% of companies with annual budgets over \$5 million provide staff with solutions beyond email and voice.

**\$25,000**      **\$100,000**      **\$5M +**

Available UC technologies for companies with IT budget under \$25,000

<b>49%</b>	<b>49%</b>
<b>39%</b>	<b>56%</b>

UC adoption for companies with annual IT budgets over \$5 million have nearly all UC tools

<b>97%</b>	<b>91%</b>
<b>91%</b>	<b>82%</b>

**Budget changes everything**

As the UC market continues to grow and innovate, a number of these technology price points are likely to drop, further lowering the barrier to adoption for smaller organizations.

**Based on our survey findings, it's clear that most businesses have embraced unified communications technology in some respect. Organizational communication and collaboration, however, aren't static; the processes, behaviors and tools to enable them are always changing.**

Just implementing a new platform doesn't mean an organization's UC duties are done. IT departments consistently need to think ahead about how to improve their businesses' UC strategies, whether that means pursuing more advanced tools or enabling integration across existing solutions.

Few businesses are in the position to rollout a suite of cutting-edge UC tools at once. But by staying attuned to employees' communication challenges and the organization's needs over time, IT leaders can develop UC environments that deliver returns and results.