Worldwide Quarterly Unified Communications and Collaboration Tracker

IDC's Worldwide Quarterly Unified Communications and Collaboration Tracker® greatly enhances clients' ability to quickly and effectively respond to the latest trends in the dynamic unified communications and collaboration (UC&C) market. IDC's Worldwide Quarterly Unified Communications and Collaboration Tracker® provides insight into customer trends by delivering worldwide and regional historical market share and forecast information for a number of UC&C markets: specifically, IP telephony systems/UC (IP phones and IP PBX), enterprise videoconferencing systems (videoconferencing room endpoints, huddle room endpoints, and videoconferencing infrastructure), UC collaboration, and managed/hosted voice/UCaaS (hosted voice/public cloud [UCaaS], managed voice/private cloud [UCaaS]).

Technology Coverage
This tracker provides total market size and vendor share for the following technology areas. Measurements for this tracker are in units/lines/licenses/seats and vendor revenue.

Historical data by vendor and technology starts with 1Q17 and continues to the current quarter. Forecast data includes a five-year annual forecast.

Core Coverage
- **Technology:** IP telephony systems/UC, enterprise videoconferencing systems, UC collaboration, and managed/hosted voice/UCaaS
- **Product:** IP phones, IP PBX, videoconferencing room endpoints, huddle room endpoints, videoconferencing infrastructure, UC collaboration, hosted voice/public cloud (UCaaS), and managed voice/private cloud (UCaaS)

Geographic Scope
- North America
- Europe, Middle East, and Africa (EMEA)
- Asia/Pacific (including Japan) (APJ)
- Latin America

Data Deliverables
This tracker is delivered on a quarterly basis via idc.com downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
- Forecast data
- With the purchase of IDC's Worldwide Quarterly Unified Communications and Collaboration Tracker, clients receive data in an excel pivot table via idc.com and inquiry time for supporting questions regarding data usage.
- Written analyses, trend explanations, and insights are further provided by IDC's Worldwide Enterprise Communications Infrastructure and Worldwide Unified Communications and Collaboration Continuous Intelligence Services (CISs).

IDC's Tracker Methodology
IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports
Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC’s tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC’s Global Tracker Process at Work