

# Latin America Semiannual Unified Communications Tracker

IDC's *Latin America Semiannual Unified Communications Tracker*® includes UC elements from IP telephony, collaborative applications, customer relationship management (CRM) applications, hosted/cloud voice and UC, and videoconferencing systems to provide market sizing and a forecast based on revenue. This product also includes market share for each of the markets and submarkets considered. UC&C includes data for Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, and the rest of Latin America; breakouts by channel, verticals, and segments, as well as a five-year forecast for the markets, are also available.

## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in vendor revenue.

### Core Coverage

Hosted/cloud voice and UC

IP telephony:

- IP PBX
- IP phones
- Softphones

Customer relationship management:

- Conferencing applications
- Email applications
- Team collaborative applications
- Contact center

Videoconferencing systems:

- Endpoint:
  - Immersive telepresence
  - Telepresence
  - Personal videoconferencing
- Infrastructure:
  - MCU
  - Others
- Five-year forecast by technology and country
- Market share by vendor/technology

### Optional Content Add-Ons

Channels:

- Direct sales
- Indirect sales (distributor, systems integrator, telco, VARs, others)

Company size:

- Enterprise (1,000+ employees)
- Large business (500–999)
- Medium-sized business (100-499)
- Small business (10-99)
- Small office (1–9)

Education

Government

Vertical markets:

- Commerce
- Education
- Finance
- Government
- Manufacturing
- Oil/gas/mining
- Services
- Telecommunications
- Utilities

## Geographic Scope

- Latin America (Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, and the rest of Latin America)
- Optional countries: Costa Rica and Dominican Republic

## Data Deliverables

This tracker is delivered on a semiannual basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Data for the first half of the year
- Year-end data

## Forecast Coverage

Forecasts for this tracker are updated semiannually and include three years of historical data and five years of annual market projections. Forecasts are available at the country level. Examples of the forecasts included in this tracker are as follows:

### Core Forecast Coverage

- Country
- Technology