



IDC MarketScape Provides an Assessment of the Worldwide Enterprise Videoconferencing Market and Vendors in 2018

FRAMINGHAM, Mass. July 11, 2018 – International Data Corporation ([IDC](#)) has just published an updated assessment profiling 12 vendors in the worldwide enterprise videoconferencing market. The [IDC MarketScape](#) report positioned Cisco and Microsoft in the "Leaders" segment of the enterprise videoconferencing market for 2018, while vendors such as Avaya, BlueJeans Network, Google, Huawei, Lifesize, Logitech, Polycom, StarLeaf, Vidyo, and Zoom were placed in either the "Major Players" or "Contenders" segment.

"Videoconferencing customers and prospects have a range of choices to consider – from new low-cost, high-quality video endpoints to cloud-based video services – but also the challenge of figuring out which solution is most appropriate for them," according to [Rich Costello](#), senior research analyst, Enterprise Communications Infrastructure at IDC. "Selecting a video solution should be based on several factors including whether suppliers meet the organizational criteria for audio/video functionality, interoperability, collaboration with context, security, compliance, ease-of-use, cost savings and benefits, and the ability to integrate or embed with unified communications (UC) portfolios, business applications, and business workflows."

There can be other customer challenges too, such as cost justification, return on investment (ROI), use case identification, and implementation and support skills. Vendors can offer deployment options for customers – on-premises, managed, hosted, cloud, hybrid – either directly or through channel partners, helping to alleviate some of these challenges. This research presents IDC's critical success factors for the enterprise videoconferencing market, in the short- and long-term, along with an assessment of how vendors measure up to those success factors.

The report, [IDC MarketScape: Worldwide Enterprise Videoconferencing Vendor Assessment, 2018](#) (IDC #US44070317), represents an assessment of the worldwide enterprise videoconferencing market and vendors through the IDC MarketScape model. Buyer input was used to generate this research, including phone interviews of participating vendor clients. This assessment discusses both quantitative and qualitative characteristics that explain a vendor's success in this market. With a focus on the worldwide enterprise videoconferencing market, the evaluation is based on a comprehensive and rigorous framework that assesses vendors relative to the criteria and one another and highlights the factors expected to be the most influential for success in the market in both the short term and the long term.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

For more information about IDC MarketScape, please contact Karen Moser at kmoser@idc.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](https://twitter.com/IDC) and [LinkedIn](https://www.linkedin.com/company/idc).

About IDC

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com.

All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Michael Shirer
press@idc.com

508-935-4200

Richard Costello

rcostello@idc.com

856-375-5749