

## VoIP Revenue Grows Thanks to Competition

Written by Marco Attard  
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ABI Research reports enterprises' VoIP investments are growing, both on customer premises equipment and hosted VoIP, with the UC suites market to reach \$4.8 billion by 2015.



It also expects IP PBX vendors to ship just over 35 million IP lines (including native IP and hybrid lines) worldwide through 2010. International IP PBX services will finish the year with a 15.3% increase (\$3.4 billion) worldwide.

The competitive environment between CPE vendors and hosted VoIP service providers helps drive revenue growth. Both camps use product differentiation, attractive pricing and improved customer service to win and keep customers.

The slow economic recovery, employee mobilisation, and the more distributed workforce also aid hosted VoIP services.

ABI describes hosted VoIP as a "safe investment" offering businesses flexibility in an uncertain economic recovery.

Go [Competition Drives VoIP Revenue Growth; ABI Research Report](#)

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