

## IDC: 2016 EMEA UC to Reach \$11.7bn

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According to IDC the EMEA Unified Communications (UC) market will reach a CAGR of 10.9% over the next 5 years-- growing from \$6.9 billion in 2011 to \$11.7bn by 2016.



"The recession will continue to have a knock-on effect on new shipments of UC&C technologies throughout the forecast period," IDC says. "We don't anticipate an immediate recovery... The current state of the economy is diverting businesses from making investment decisions in new IT technologies and as a result the cost versus ROI of such investments will be a top priority."

Thus UC growth within the region will remain moderate, with only Germany seeing double-digit growth (10.3%) during 2012. France grows by 9.6%, and the UK follows with 7.7%.

Within CEE Russia, the Czech Republic and Poland should have the strongest CAGR, as companies start replacing traditional equipment with next-generation enterprise voice connections, while S. Africa and Turkey will lead the MEA region.

Organisations adopt UC in the name of cost cutting-- replacing travel costs with conferencing application, enterprise social software platforms and videoconferencing/telepresence equipment. Therefore potential customers need help to identify the right mix of appropriate technologies.

"An equally important consideration, especially among larger organizations, is whether or not to develop a UC center of excellence [COE] within the organization," IDC concludes. "This would be a designated group that brings together individuals from various areas of the organisation (such as IT, business applications, lines of business, and customer services) to provide

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guidance and direction for UC deployment plans, project development and ongoing usage."

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