

## Consumerised UC Challenges the Market

Written by Marco Attard  
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Canalys says UC and collaboration's consumerisation signal a growing opportunity for SMBs to out-innovate larger enterprises-- giving them the technological and competitive edge



Being more flexible, SMBs can roll out new pay-per-user hosted services more rapidly through more effective UC strategies.

This consumerisation is also leading the move to software and web-based applications, easily accessible from any location while focusing on solution usability through end-user simplicity.

Canalys says consumer solutions can be a valid alternative to enterprise products-- while some enterprise-focused UC vendors are incorporating consumer-inspired products and features into their offerings. Others still are forming alliances across different technology markets to address hybrid customer demands.

Some consumer-focused brands, such as Skype, are also pushing their way into the business solutions market.

The conclusion from all this? Traditional UC vendors need to shift their offerings and go-to-market strategies. As mobile and PC-centric end users challenge the status quo, even the very heart of lucrative PBX sales-- desk phones-- is at serious risk.

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Canalys suggests channel partners should grow further, by providing SaaS or consulting--ultimately adapting sales processes reflecting a more value-added approach.

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