

Top Priority for UC Application Rollout: *Unified Messaging*

Last week’s reader survey showed that businesses worldwide see their customer-facing employees in sales and support positions as the most important recipients of Unified Communications applications. In our latest research survey conducted in partnership with [IntelliCom Analytics](#), we wanted to take a follow-on look at the particular UC applications that decision makers see as the most important to get into the hands of their customer-facing resources.

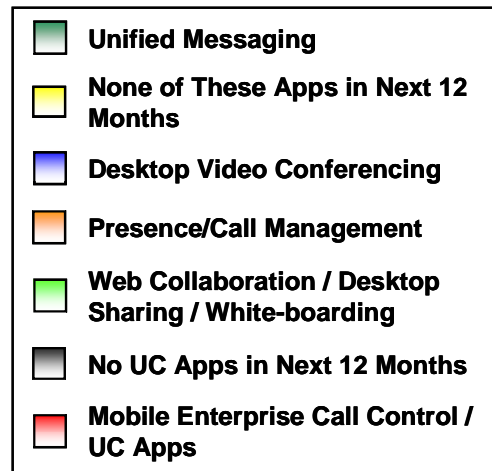
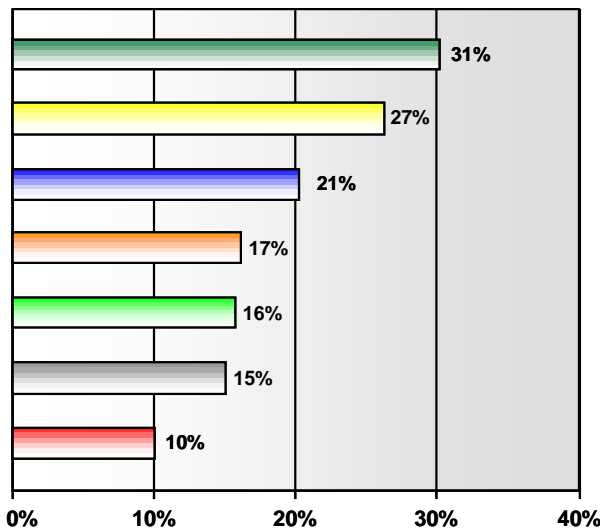
Of the 919 businesses participating in the survey, the findings showed that *Unified Messaging (UM)* is the Unified Communications application seeing the widest deployment, with **31%** of North American–headquartered firms and **34%** of companies in all other Global Regions indicating that UM has already been deployed or will be within the next 12 months.

Somewhat surprising, *Desktop Video Conferencing* came in a clear second, with **21%** of NA businesses and **25%** of Global Region firms indicating completed or pending rollout. With deployment percentages in the teens, *Presence Management* and individual *Call Management* capabilities like “find me/follow me” edged out *Web Collaboration* at both NA and Global Region companies.

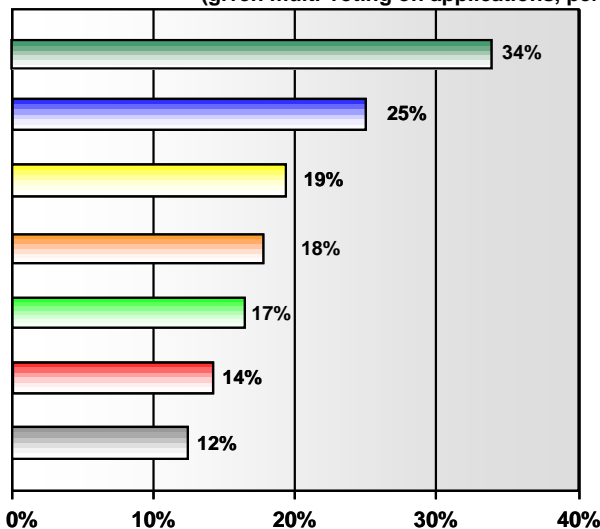
In what could be perceived as a need for clearer value messages from IP Telephony providers worldwide, the UC applications involving extension of core telephony functionality to mobile users had the lowest deployment penetration regardless of global region.

“Which UC applications or functions have you implemented or are planning to implement within the next 12 months?”

North American Region Businesses
(given multi-voting on applications, percentages exceed 100%)



Global Region Businesses
(given multi-voting on applications, percentages exceed 100%)



Respondent Options:

- **Unified Messaging**
- **Presence and Personal Call Management Clients/Portals**
- **Desktop Video Conferencing**
- **Web Collaboration and Desktop Sharing/White-boarding tools**
- **Extending enterprise Call Control and UC applications to mobile devices**
- **Not considering any specific UC applications within the next year**
- **No plans for deploying any of these UC applications**