

First Returns on Microsoft OCS Launch: No Significant Change in Business Deployment Plans for UC

This past June, we asked TMC subscribers and Web site visitors to describe their plans for deploying Unified Communications. With over 900 decision makers participating worldwide, the majority of respondents (**63%** in North America and **54%** in the other Global Regions) indicated that they had **no current plans to deploy Unified Communications** in their businesses.

On October 16th, Microsoft officially launched – with considerable media attention – their long-awaited Office Communication Server (OCS). Billed as a highly secure and reliable way for companies of all sizes to bring Unified Communications to the desktop, our latest research survey conducted in partnership with [IntelliCom Analytics](#) took a look at whether the Microsoft media blitz has had any impact on decision-maker thinking regarding UC.

With more than 1,300 responses coming in from all Global Regions, **53%** of decision makers worldwide signaled that – despite Microsoft’s high-profile Unified Communications push – they still have no current plans to adopt UC. Line of Business decision-makers represented the largest single group that appeared unimpressed with the Microsoft solution, with **60%** of those respondents registering a “no plans” vote. This sizable segment of LOB decision makers strongly suggests that Microsoft faces the same challenges as the other major industry players in effectively communicating a compelling business value proposition for UC.

As a counterpoint to the LOB perspective, **30%** of IT Management were impressed with the Microsoft solution and would consider deploying OCS for both UC and core telephony in the near-term. Among those respondents that are actively considering UC, nearly **25%** have concerns regarding Microsoft’s ability to actually deliver enterprise-grade reliability in this initial release of OCS.

With **only 6%** of respondents indicating that they **would not** consider Microsoft as a potential UC and/or core telephony provider, the results also sound a threatening note for traditional telephony providers in underscoring Microsoft’s potential for significant competitive disruption.

“What is your reaction to Microsoft’s Office Communications Server announcement?”

