

“Personalized UC” Likely to Reduce Use of Unauthorized End-User Applications

Over the past several years, IT management has been wrestling with maintaining control over the use of unauthorized applications such as public instant messaging clients. One of the promises of Unified Communications is the ability to better address individual user needs by providing communications applications that can be readily customized by IT or the end-users themselves.

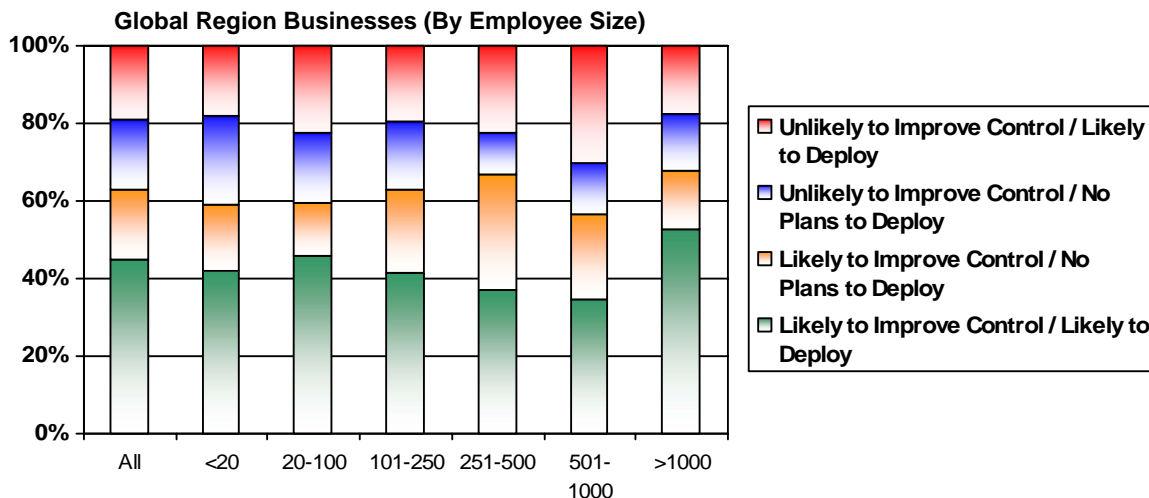
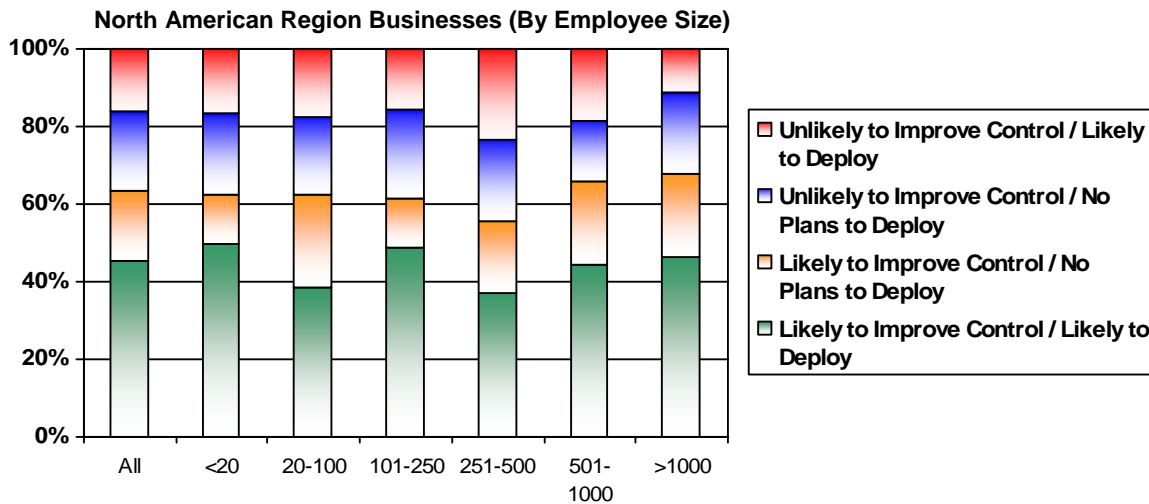
In the latest research survey conducted in partnership with [IntelliCom Analytics](#), we were interested to see whether our readers saw a relationship between offering individualized UC applications and reduced end-user use of unsanctioned software, and how views of the IT control dynamic factored into the decision to roll out personalized applications.

The survey findings suggest that while the majority of businesses see individualized UC applications as helping reduce the use of unauthorized end-user apps, this does not necessarily mean that those same companies had plans to deploy personalized Unified Communications applications.

Of the 869 decision makers that participated in the survey, **63.2%** of North American-headquartered companies and **62.6%** of Global region companies indicated that individualized UC applications would likely improve their ability to control usage of unsanctioned software. Despite the expected reduced use of unauthorized apps, only **45.2%** of the NA firms -- and **44.4%** of their global counterparts -- had any plans to offer personalized applications to their end-users.

For the **37%** of businesses worldwide that didn't see any relationship between individualized apps and improved IT control, **16%** of NA firms – and **19%** of global region companies – plan to deploy personalized UC applications given other expected business benefits. Overall, **36%** of NA businesses and **39%** of global firms had no plans to offer personalized UC applications to their end-users.

“In your business, is the ability to supply end-users with applications that increasingly meet their individual needs likely to impact the use of “unauthorized” applications such as public instant messaging services or Web Conferencing freeware?”



Respondent Options:

- **Likely to improve control, not likely to move in that direction**
- **Not likely to improve control, likely to move in that direction**
- **Likely to improve control, no plans to move in that direction**
- **Not likely to improve control, no plans to move in that direction**