

Funding for UC Rollouts Coming From Multiple Enterprise Organizations

Last week's reader survey revealed that IT Infrastructure groups – irrespective of global region -- are playing a uniformly prominent role in choosing the actual Unified Communication solutions that get deployed in the enterprise.

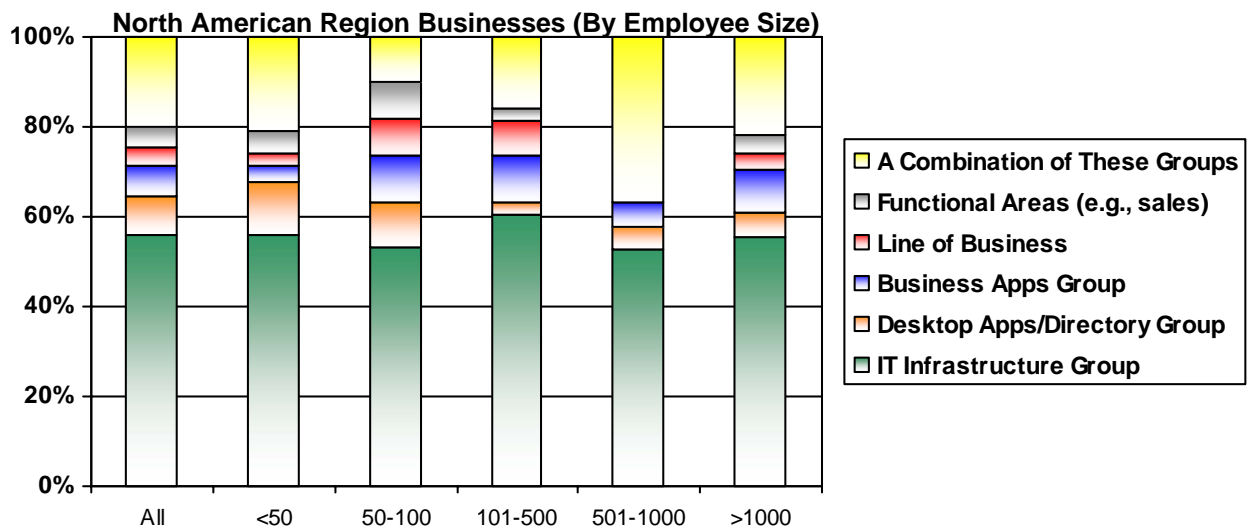
The results of our latest research survey conducted in partnership with [IntelliCom Analytics](#) suggest that while our worldwide TMC subscribers and Web site visitors may operate their businesses nearly identically when it comes to *selecting* UC applications, that uniformity was not repeated when it come to who pays the bill for UC.

Of the 564 participating decision makers that had an established Unified Communications funding process, **56%** of North American-headquartered enterprises indicated that the funding for UC applications resided in their IT Infrastructure Group. Outside of NA, that number dropped by almost half to **31%**.

Although all global regions showed a similar pattern – roughly **21%** --in drawing UC funding from multiple internal sources, the biggest differences were seen among those businesses that had funding coming from single-source organizations other than the IT Infrastructure group. In North America, the Business Application Development and the Desktop Application/Directory groups each footed the UC bill **8%** of the time, while outside of NA those percentages nearly doubled to **15%** each.

Somewhat surprisingly, direct funding from the primary beneficiaries of UC – whether the Lines of Business or functional stakeholders like sales or technical support groups – yielded the lowest scores regardless of world region.

“Who has the primary responsibility for funding UC applications within your business?”



Selection Options:

- **IT Infrastructure Group**
- **Desktop Applications / Directory Group**
- **Business Applications Development Group**
- **Individual Line of Business Units benefiting from UC applications**
- **Functional Areas (sales, engineering, etc.) benefiting from UC applications**
- **Some combination of the above**