

Business Communications – Top Applications 2010, Emerging Trends 2011

T3i Group TelecomTactics - A look back at the business telephony market over 2010 provides insights into 2011 and reveals a heavy focus on end user experiences that improve worker productivity and make collaboration simpler and more efficient. Smartphones and tablet devices have taken center stage as these consumer devices continue to make their way into the business environment, becoming the devices of choice for today's dispersed and mobile workers who require access to their communications at all times and from any location.

Takeaways 2010, Insights 2011:

- Top Applications - Mobility and Video
- Emerging Trends – Tablet Devices and the Personal Workspace, Voice Virtualization
- SIP telephones - Affordable Phones with Advanced Features
- New Business Telephony Platforms Target SMBs Again

Leading telecommunications manufacturers introduced a host of new products and applications in 2010, including new VoIP desktop telephones and softphones and new applications related to contact center, conferencing, messaging, mobility, presence and video. Some new trends emerged such as voice virtualization, a stepping stone toward cloud-based services, and new user “experiences” or so-called personal workspaces that utilize tablet devices. And, about 10 new telephony platforms for small and mid-sized businesses (SMBs) entered the market, including some new competition from HP, IBM, Microsoft and snom, though HP and IBM have recently revealed some redirection of their offers.

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