

Enterprises Have Clear Deployment Priorities for UC Applications

One of our June research surveys examined the functional areas where decision makers expect to see the largest business impacts from Unified Communications applications. The findings showed a strong expectation -- globally -- that UC will deliver the biggest benefits when used by customer-facing functions such as field sales or technical support.

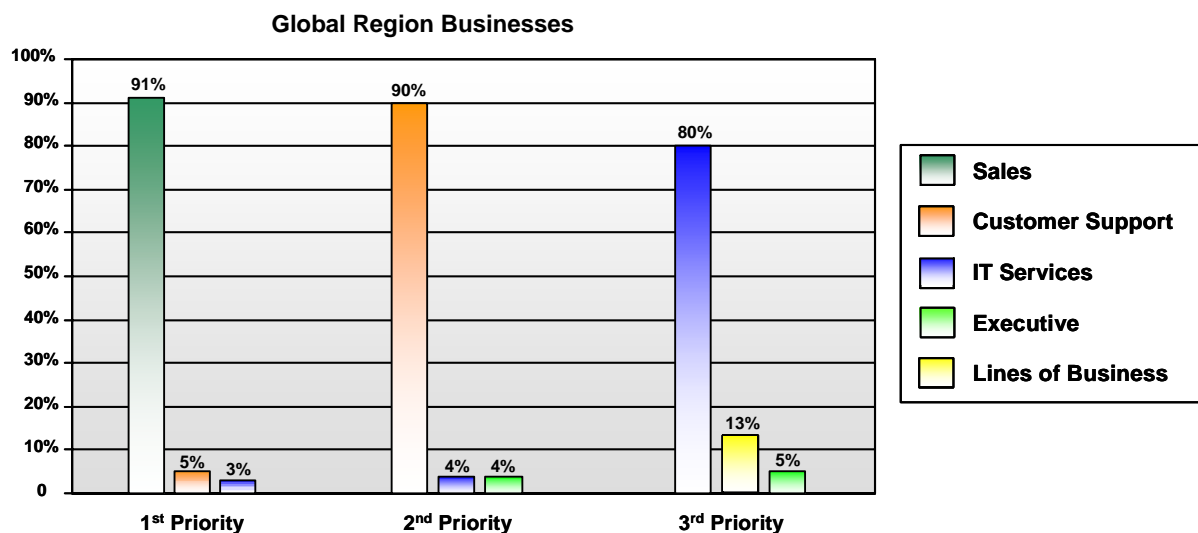
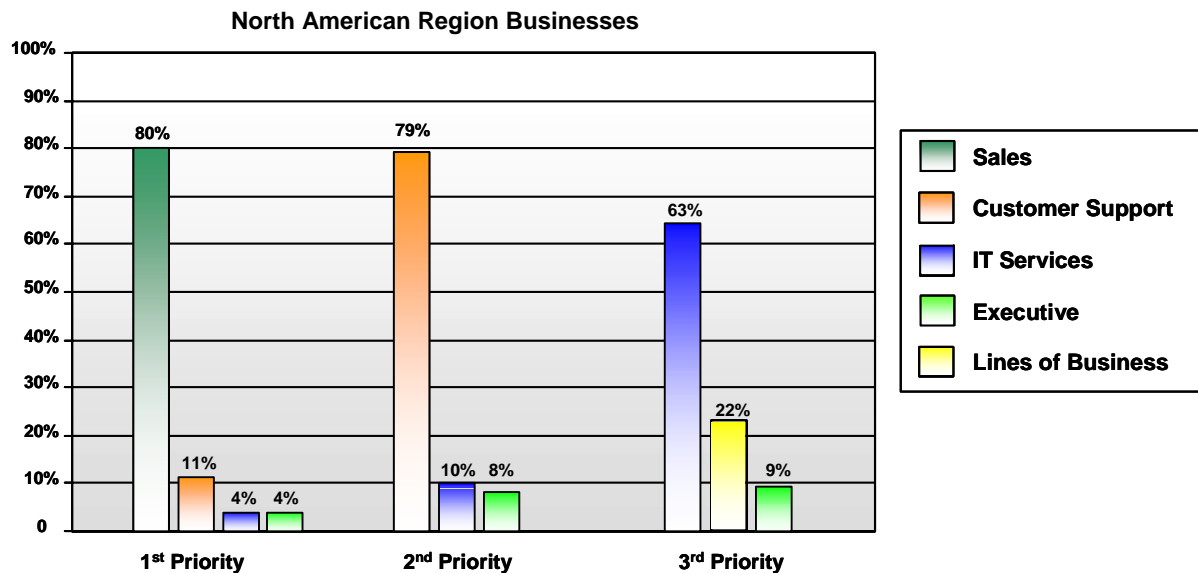
Last week's reader survey conducted in partnership with [IntelliCom Analytics](#) followed-up to take a look at whether these expected benefit areas are in sync with actual business plan priorities for deploying Unified Communications. The research findings suggest a strong correlation between enterprise deployment priorities for UC and the perceived areas of highest business impact.

Of the 277 decision makers participating in the survey, the clear number one business priority – for **80%** of companies headquartered in North America, and **91%** in all other Global Regions – is to deploy UC applications to those end-users in direct sales functions.

The number two priority for businesses worldwide is to deploy UC to employees that have external customer support functions (**79%** of firms in NA, **90%** in Global Regions).

North American firms were also aligned with their Global Region peers when it comes to priority #3, with **63%** of NA businesses and **80%** globally seeing UC as a short list mandate for their technical support personnel. Once these top three priorities have been addressed, subsequent UC deployments appear likely to be focused on end-users in the Lines of Business (LOBs), followed by the company's executive team.

“If you have assessed the value and benefits of Unified Communications to your business, which business functions or departments are your top three priorities for deploying UC applications?”



Respondent Options:

- **Sales**
- **Customer support**
- **IT services/Help desk**
- **Executive use**
- **Administration/Finance/HR/Legal**
- **Lines of Business/Operations**