

Sullivan, India leads the SAARC region's UC market in terms of total spending and better overall awareness of UC. India has a good potential for growth of UC applications as demonstrated by the CAGR of 7.9 percent in the period from 2008 and 2013.

Indian companies face the dual challenges of international competition and the need to respond swiftly to local market demands. They are also looking to speed decision-making and increase productivity amongst dispersed workers, in order to reduce time-to-market cycles. The adoption of UC solutions enable immediate access to global resources and subject matter experts for optimal market responsiveness.

Highlighting the factors from the telepresence point of view, Sanjay Bansal, Chairman of the Board and MD, Business Octane, said, "There is a confluence of factors

that is driving the demand for telepresence in the Indian market. The key factors are the impact of global economic downturn impelling businesses to substantially cut down on traveling costs; rapid globalization has led enterprises to look out for such technologies that can help them collaborate across geographical boundaries, and to break the barriers of distance; on account of dwindling broadband prices; and organizations seeking a carbon-neutral status are turning to virtual meeting solutions."

USAGE OF UC SOLUTIONS

UC is the direct result of convergence in communication networks and applications. The differing forms of communication have historically been developed, marketed and delivered as separate individual applications. The convergence of all communications on IP networks and open-source platforms has enabled a new paradigm to emerge that is changing how individuals, groups, and organizations communicate.

KB Sanish, Research Analyst, Gartner is of the opinion that as MNCs and Indian players grow, they need more collaborative tools. Enterprises have started using UC for collaboration, meetings, and internal communications. Going forward, it will be offered via service-based model. Currently, UC-as-a-Service is in a nascent stage but it looks attractive.

In today's dynamic business environment, perhaps the most important benefit comes from having a communications system that can change and grow at a moment's notice, enabling new capabilities for more effective business communications, employee mobility, streamlining business processes, and improving profitability. With the economic crisis and unstable energy prices, corporations are taking

a hard look at cutting costs as well as their carbon emissions. They are realizing the importance of unified communications technologies since it helps organizations reduce the operating costs of travel, telecom, and IT, while enabling them to improve their business outcomes in a more sustainable way.

"Microsoft unified communications can bring nearly immediate cost savings to organizations.



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SANJAY BANSAL
Chairman of the Board and MD, Business Octane





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