



Japan Unified Communications

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The Unified Communications (UC) market in Japan is growing rapidly. Many medium to large size organizations have deployed IP Telephony systems, but few have strategically and effectively implemented UC applications, such as VoIP and business application integration. Notwithstanding, an enterprise's need to reduce costs, increase workflow efficiencies, generate new revenue streams, and transform the business is greater than ever. IDC's Japan Unified Communications CIS is designed to provide detailed analyses and essential guidance to vendors and channels competing in the Japan UC market.

Markets and Subjects Analyzed

- Enterprise VoIP Equipment
- Carrier Based VoIP Services
- UC Messaging and Presence Management
- IP Conferencing Systems and Services
- IP Contact Center Systems and Services
- Enterprise Mobility

Core Research

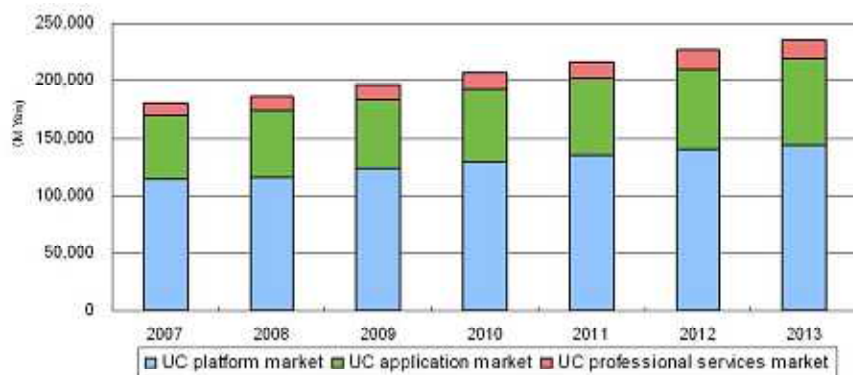
- Japan Enterprise VoIP and UC Applications User Survey
- Japan UC Market Taxonomy and Forecast
- Japan IP Conference Solutions Market Trends
- Japan Enterprise VoIP Equipment Market Forecast
- Japan Enterprise Mobile Working Market Trends

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan Unified Communications](#).

Key Questions Answered

1. What is the total addressable market of UC including hardware and UC applications?
2. Which UC solution is growing, and has future opportunity?
3. What factors are driving adoption of UC solution implementation in Japan, including IP Conferencing and UC messaging?
4. Which UC applications are integrated with enterprise voice systems?
5. What is the total opportunity for IP Contact Center solutions and how will it grow in the near future?
6. What is the current state of the enterprise mobility market, and factors driving demand?

Japan Unified Communications Market End-User Revenue Forecast by Segment, 2007-2013



Competitive Analysis

IDC's *Japan Unified Communications* service examines how IP telephony and solutions vendors are positioning themselves to compete in the Japan unified communications market. This service reviews strategies, market positioning and future direction of several providers including:

Avaya, Cisco Systems, Fujitsu, Hitachi Group, IBM, Microsoft, NEC, OKI Networks, Aspect, CosmoCom, Interactive Intelligence,

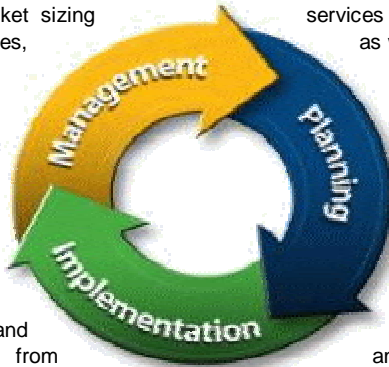
Polycom, Hitachi High-Technologies, Tandberg Data, and Sony.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results. Take advantage of these and other related offerings:

Consulting: Target growth opportunities and develop strategies for emerging markets and technologies, market sizing and segmentation, and global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global technology analysts and local market analysts. Tailored offerings, such as business value (ROI) analysis, use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.



Go-to-Market Services: Leverage IDC content and custom services to support your most critical marketing initiatives as well as reach appropriate technology purchasers and influencers. The Go-to-Market Services expertise, flexible business model, and range of offerings provide you with effective marketing solutions ranging from a single call-to-action incentive to a broad global media campaign.

Industry Insights: Develop effective vertical market strategies that create competitive advantage with the research-based advisory and consulting services from Industry Insights. Industry Insights' end-user best practice and benchmarking research helps executives drive technology-enabled business innovation within industries including energy, financial, government, health, manufacturing and retail.

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