SIP Based IP PBX: Market Shares, Strategies, and Forecasts, Worldwide, 2017 to 2023

Mountains of Opportunity

Picture by Susan Eustis

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LEXINGTON, Massachusetts (March 22, 2017) – WinterGreen Research announces that it has published a new study SIP Based IP PBX: Market Shares, Strategy, and Forecasts, Worldwide, 2017 to 2023. Next generation SIP Based IP PBX is able to leverage cloud computing software technology to support next generation communications systems. Some automation of the smart phone app and communication process includes the use of analytics to achieve higher quality connectivity in a variety of circumstances and IoT configurations, leveraging social media. The study has 228 pages and 61 tables and figures.

SIP based IP PBX is supporting FXO, FXS, ISDN-BRI, T1, E1 and SIP trunks. SIP supports the versatile trunking expansions, including FXO, FXS, ISDN, T1 and E1. The users can fit into all sort of telephony environments. Standard SIP trunks and trusted peers make devices seamlessly integrated with ITSP services. The study illustrates with great specificity how some companies are more fully integrated with SIP application servers than others.
Business leaders are challenged to move their enterprises to the next level of competition. An effective digital business player, transformer, and disruptor position depends on the effectiveness of employing digital technologies and leveraging connected digital systems. Organizational, operational, and business model innovation are needed to create ways of operating and growing the business using SIP based PBX systems. It is a journey to achieve the connected enterprise, ultimately connecting all employees and a trillion connected devices.

Many companies are using digital technology to create market disruption. Amazon, Uber, Google, IBM, and Microsoft represent companies using effective disruptive strategic positioning. As entire industries shift to the digital world, once buoyant companies are threatened with disappearing. SIP is a significant aspect of telecommunications applications server disruptive technology, it is enough to look at Avaya and the bankruptcy to see there is a shift to cloud SIP solutions.

A digital transformation represents an approach that enables organizations to drive changes in their business models and ecosystems leveraging cloud computing, and not just hyperscal syste,s but leveraging . Just as robots make work more automated, so also cloud based communications systems implement the IoT digital connectivity transformation.

Disruption in the business communications markets represents major opportunity for vendors with cloud offerings. This is part of a larger digital transformation, a digital approach to interconnecting everything that enables organizations to drive changes in their business models and ecosystems.

Cloud based SIP PBX systems are able to connect to the disruptive cloud systems provided by Amazon (AWS), Microsoft, Google, and Facebook data centers are in a class by themselves, they have functioning fully automatic, self-healing, networked mega datacenters that operate at fiber optic speeds to create a fabric that can access any node in any particular data center because there are multiple pathways to every node. In this manner, they automate applications integration for any data in the mega data center.

By leveraging digital competencies, businesses can grow faster than they would otherwise. A digital strategy, in conjunction with the appropriate unified communications solution permits the implementation of innovative communications services. Digital connectivity with combined voice, video and file transfer can help organizations and their end users innovate and compete more effectively. It is imperative that organizations have a digital communications strategy in place.

Communications and collaboration solutions are migrating to the cloud in every segment of small, medium and large business. In vertical markets, businesses are managing competition that is characterized by disruption. Traditional verticals exploit digital technologies.
Initiatives provide innovation in the marketplaces. Communications initiatives are being used to leverage information from the Internet of Things (IoT) and video. New functionality is being built out in the healthcare sector. Communication goes beyond voice. Most people under 30 prefer to communicate via text.

SIP IP communications can provide an increase in the quantity and quality of home and personal medical devices for monitoring patient health care. Care delivery is being improved by having monitors linked into a full communications system. By integrating the data from monitoring devices with a real-time communications system, medical professionals can do their jobs better.

Making the workforce more engaged and productive by providing users with new tools and solutions that are highly relevant to how they work in the DX era, while delivering enterprise-class voice and video capabilities. Increased productivity is achieved.

Users can remotely share and explain real-time data in context. Compelling benefits that organizations can realize from UC&C solutions designed for the digital transformation era:

- **ISDN PRI (T1/E1):**
  - Alcatel-Lucent, Avaya, Siemens, and Nortel PBXs
- **SIP Trunk:**
  - Nokia Siemens, Nortel, BroadSoft, and Huawei Soft Switches

Information technology (IT) has moved from the back office to the front office with platform technologies, mobile, social business, cloud, and analytics monitoring. The shift occurring is for digital technology to embed itself into every aspect of business endeavor and personal lives.

This is an era where the distinction between the technologies and processes that businesses deploy is tightly linked. Digital technology directly impacts customers and markets. The boundary between internal operations of the enterprise and its external ecosystem is rapidly disappearing. Customers, markets, competitors, partners, and regulators are inextricably linked.

According to Susan Eustis, lead author of the team that prepared the study, “Growing acceptance of SIP enabled PBX and IP PBX markets come form companies dedicated to supporting modern digital communications. A bifurcation in the market between hardware servers and cloud enabled services, either for soft switches and or Unified Communications (UC) is tending to have the software systems replace separate servers.”
The SIP based voice equipment and services market PBX phone systems, voice over IP gateways, UC applications and IP phones markets at $14.15 billion in 2016 are anticipated to grow strongly in the cloud computing segment to reach $59 billion by 2023. The complete report provides a comprehensive analysis of SIP Based IP PBXes in different categories, illustrating the diversity of software communications market segments. A complete analysis is done, looking at numbers of procedures and doing penetration analysis.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, and Thompson Financial. It conducts its business with integrity.

The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

Key words: SIP Based IP PBX, SIP PBX Solution Deployment Models, SIP Enabled IP PBX Unified Communications, Virtual Office Functions, Unified SIP Collaboration System, Hosted Collaboration Solution, Team Collaboration Device, Transaction Solutions Functions, OSS from BluePlanet, SIP Enabled IP PBX Cloud Enterprise / Service Provider, SIP PBX Cloud SMB, SIP Cloud Enterprise / Service Provider, SIP Unified Communications

Companies Profiled

Market Leaders

| NEC | Microsoft | Huawei | West Unified Communications | Mitel | Vonage | Avaya | Cisco | BroadSoft | ShoreTel |

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Selected Market Participants

8x8
AT&T
Brekeke Software
BT / Avaya IP PBX Cloud
Ciena / BluePlanet
Cisco Systems
Equinix / Avaya Cloud SIP
Ericsson
Fonality
NetSapiens
RingCentral Next-Gen Competitor
Vonage
West Corporation
ZyXEL

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Report Methodology

This is the 697th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priority in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. They are supported by a team, each person with specific research tasks and proprietary automated process database analytics. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.
The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2011. With 2011 and several years prior to that as a baseline, market projections were developed for 2012 through 2018. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.
This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models are useful for comparing products from different manufacturers, for example servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen Research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

SIP Based IP PBX: Market Shares, Strategy, and Forecasts, 2017 to 2023

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SIP Based IP PBX: Executive Summary

The study is designed to give a comprehensive overview of the SIP Based IP PBX market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.
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A Digital Transformation, An Approach That Enables Organizations To Drive Changes In Their Business Models And Ecosystems

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**ABOUT THE COMPANY**

WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.
ABOUT THE PRINCIPAL AUTHOR

**Susan Eustis**, President, co-founder of WinterGreen Research is a senior analyst. She has done research in healthcare, communications and computer markets and applications. She has written about computer assisted coding and participated in the research on that topic for the past seven years. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multil-processing, and electronic voting. She is the author of recent studies of the Internet, Mega Data Centers, Cloud computing, Surgical Robots, drones, Agricultural robots, Industrial robots, Solar Renewable Energy, Wind Energy, Thin Film Batteries, Business Process Management marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. The company wrote the first Internet study. They are experts in oxygen markets. Ms. Eustis is a graduate of Barnard College. Worldwide Who’s Who named her Top Female CEO of 2012, 2013, 2014, 2015, 2016.

About the WinterGreen Research Team: The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.