In-Stat

In-Depth Analysis

US Business VoIP Overview: Optimization Trumps Expansion

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Report Summary

In a down economy, many businesses with existing VoIP capabilities chose to spend 2009 resources fortifying the proportion of their total voice capabilities dedicated to IP, particularly at headquarter locations where most efficiency could be gained. This was often at the expense of expanding VoIP capabilities to new locations. In-Stat now finds that ◈% of businesses with VoIP capability now report having no legacy TDM voice services, vs. ◈% in 2008. At the same time, ◈% of US businesses now have a VoIP solution in at least one location.

Hosted IP services which require lower up-front set-up costs, such as IP Centrex and Broadband IP Telephony, saw steady growth in 2009, while IP PBX growth was significantly stunted. While there are indications that the economy and high-tech investments are in slow recovery, IP equipment investments are likely to lag other areas.

This report reviews the key factors driving VoIP adoption, the impact of a slowing economy, and the multiple flavors of IP finding roots in the US business market. Survey results of 1,000 decision-makers in organizations that have adopted VoIP are reviewed. Line/seat and revenue forecasts through 2013 for Hosted IP Centrex and broadband IP telephony within the US are provided, along with a worldwide IP PBX line forecast.

HIGHLIGHTS

- ◈% of businesses in the US have a VoIP solution in at least one location within the organization.
- Hosted IP Centrex has now surpassed Broadband IP Telephony as the leading revenue generating carrier-based business VoIP solution with revenues for each solution exceeding $◈ billion in 2009.
- ◈% of US businesses that have deployed VoIP use it exclusively (no remaining TDM voice), a significant increase from ◈% last year.
- ◈% of businesses that have already deployed VoIP solutions report that the recent economic conditions have caused them to slow their additional deployment plans, compared to ◈% reporting no change in plans.
- ◈% of US businesses use both carrier-based and premises-based IP solutions, with ◈% using carrier-bases solutions exclusively (fueled primarily by small businesses).

For more information or to purchase, see the report online or call 1.480.483.4441.

Who Will be Interested in This Report?

- VoIP service providers, solutions providers, integrators, and manufacturers
- IP PBX manufacturers, Hosted IP Centrex providers, and IM client providers

Whose Needs Does This Report Address?

- VoIP providers in the US
- Companies interested in entering the VoIP and UC arena in the US
- Financial community

What Questions Does This Report Answer?

- What is the penetration of VoIP in the US among businesses?
- What is the penetration for Hosted IP Centrex and BBIPT within the US business market?
- What is the forecast for Hosted IP Centrex and BBIPT within the US business market?
- What is the impact of the slowing economy on VoIP deployment plans?
- What are the expectations for future growth?

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