

Capital Mergers & Acquisitions, LLC (CMA Group)

More On Unified Communications

Summary:

Perhaps the need for cost efficiencies, combined with the plummeting economy, has forced enterprises to rethink how they utilize their communications platforms to improve overall productivity within their organizations, and ultimately add to their bottom line. While tools such as Unified Messaging (UM) and e-mail have been deployed for quite some time now, the emergence of a more unified communications (UC) and collaborative strategy, we believe, is taking shape. The integration of telephony and presence features has become much more critical to business processes. All of a sudden, there are so many modes of communications that calling someone on the phone really has become secondary, with IM and SMS having become the way to have a conversation. Below we highlight more of our outlook on UC as the year rolls on.

Key Points:

- We believe the Unified communications market will consolidate as the credit crisis continues. The financial viability of vendors will be challenged. And those who don't survive, in our view, will simply get acquired in a rapid fire sale, or simply go away.
- Interoperability will happen, there's no way around it, if UC is to succeed, vendors will need to interoperate and partner with other vendors, in order to drive UC adoption. Most enterprises will take a best of breed approach, simply because of existing, disparate technologies within the organization, which becomes expensive to rip out and replace. While 2008 was a lot of talk about making it happen, we believe 2009 will actually see it happen. Vendors finally understand that this is not a one vendor-take-all space and will learn to collaborate.
- We believe customers will have the option of deploying UC and collaborative tools overall, in the Cloud, making for better resource efficiencies. Although still a relatively nascent market, vendors will capitalize on this opportunity and make it enterprise ready. Enterprises will evaluate any technology that can help to rationalize Capex or operating costs, in our view.
- Enterprise social networking will become a legitimate collaborative tool. We look for Facebook and LinkedIn type enterprise applications to take shape in order to enhance partner, supplier and customer relationships, while at the same time, securing an organization's intellectual property.
- Software as a service (SaaS) will gain traction as enterprises, both big and small, look to reduce hardware investment and create efficiencies. We believe, in general, the market will move towards anything as-a-service.

About CMA Group

CMA Group is an investment banking firm with a principal focus on mergers, acquisitions and private equity. Through the combination of our partners and management team we have access to over \$1 billion in equity funding which when combined with leverage gives us a significant amount of funding with which to complete transactions in a timely fashion. More information on CMA Group can be obtained at www.capitalmergers.com.

Sector: *Communications
and I.T. Services*