Unified Communications as a Service (UCaaS)

Cloud-delivered platforms to centralize enterprise communication, messaging, and collaboration

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

ABOUT THIS SHORTLIST

UCaaS represents a comprehensive engagement infrastructure with native   channel and collaboration applications to provide a more sophisticated cloud-delivered modern, digital communications platform.. Increasingly, UCaaS solutions focuses on communications as a mode of collaboration across flexible and configurable digital channels to match the evolution of work styles and spaces. These core functions of communications must include voice and telephony; meeting and conferencing; messaging; chat and mobile communications; dynamic collaboration; and customer-facing communication applications such as integrated contact centers, service, support, and help desk workstreams and knowledge content curation.

AI, and increasingly GenerativeAI capabilities, sit at the center of a modern UCaaS offering, enabling everything from conversation and collaboration summaries to robust workflow automation that can drive efficiencies in work and eliminate mundane tasks. Increasingly, AI is being embedded across UCaaS environments, creating content and driving self-service knowledge engagements, aiding in tasks like automated scheduling or meeting summaries, to generating follow up communications to kick off new workflows and projects.

One key element of a UCaaS solution is the capacity to integrate communications and data across communications channels, specifically to improve performance and to enhance the quality and effectiveness of a customer's experience. As greater emphasis is placed on effective and productive internal communications serving as a linchpin for more profitable and consistent delivery of positive customer experiences, expect to see a shift away from UCaaS as being thought of as solely an internal tool but also as one that unifies the entirety of the engagement ecosystem. For years, the UCaaS market has looked to integrate and align with its communications cousins in the contact center, namely Contact Center as a Service (CCaaS). UCaaS market leaders have made steady inroads to a more comprehensive experience communications solutions that connects UCaaS and CCaaS in one vendor stack. However, 2024 marked a subtle shift as a CCaaS leader, NICE, looked to push from the opposite direction by introducing a low cost ($5/seat) UCaaS offering in 1CX. Expect to see more blurring of the CaaS lines as organizations, especially mid-market organizations, increasingly expect a single point of experience accountability.

10 SOLUTIONS TO KNOW

Constellation evaluates around **25 solutions** categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- 3CX
- AVAYA CLOUD OFFICE
- DIALPAD
- 8X8
- GOTO
- MICROSOFT
- CISCO WEBEX
- NEXTIVA
- RING CENTRAL
- ZOOM ONE

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Comprehensive communications offering across phone, chat, social messaging, and video
- Web, desktop, mobile, video, and embedded hardware clients
- Call routing, forwarding, conferencing, and voicemail functions, now enhanced and optimized with generative AI tools
- Collaboration tools such as messaging, automated workflows, and project management
- Cloud deployed across public, private, and hybrid options for organizations with complex internal systems
- Enabling work-from-anywhere, especially for telephony-reliant functions such as service and support
- 24/7 support and training for technical and business users in all major geographies
- Key voice-to-text services, including global transcription in common languages of business
- Ready access to uptime detail across a network
- Flexible, scalable pricing
- Robust security protocols and measures, including adherence to key global regulations
- Integrations with business tools such as CRM and core customer service and support platforms and tools
- Reporting and metrics on performance, application utilization, traffic, incident logs, and uptime metrics
- AI and ML applications, such as smart routing and analysis of transcribed calls and engagements, to improve performance and experiences
- New generative AI applications being included range from automated post-meeting task scheduling, self-service scheduling and team-level schedule collaboration, talent network identification for team and talent building
- AI powered automation and workflows

BUSINESS THEMES

- **Technology Optimization**
- **Future of Work**
- **Next Generation Customer Experience**

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Liz Miller
VP & Principal Analyst

Liz Miller is VP and Principal Analyst at Constellation focused on the org-wide team sport known as customer experience. While covering all core pilars of CX (Sales, Service and Marketing), Miller spends time zeroing in on the business demands on today's Chief Marketing Officer, the evolution of customer engagement and the rising requirement for a new security posture that accounts for the threat to brand trust. A 28-year marketing veteran, Miller offers strategic guidance on the leadership, business transformation and technology requirements to deliver on today's CX strategies. She has worked with global marketing organizations on transforming everything from business models to messaging in order to stay competitive in the shifting digital landscape.