Enterprise Group Messaging

Chat-based communication and collaboration streams integrated with business processes

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

Enterprise group messaging platforms sit at the center of an enterprise's comprehensive, unified communications strategy, enabling people to connect, share status and whereabouts, trade information, ask questions, post pictures, videos and links, and even access line-of-business applications, all within a stream or chat-based user experience. These platforms serve as "collaboration hubs" for teams combining conversations, channels, content and business data into a single user interface. More importantly, they enable and empower asynchronous collaboration in an age of hybrid, global work. These aggregated experiences improve the context of conversations, decisions and business processes without asking users to switch and toggle between applications.

The top vendors in this space require more than just the standard checklist of features. It is important to have a robust and enthusiastic partner ecosystem that develops integrations, which extend the value of the platform. At the leading edge are support for business workflows like customer care, case management, and AI enablement.

To win in the enterprise market, vendors in this space must have a platform that is highly scalable, is secure, modern features for hybrid work, and has a global footprint. It must meet administration requirements for managing people, groups and content. The most advanced solutions will combine channels, including e-mail, and enable customer/external communication as well.

10 SOLUTIONS TO KNOW

Constellation evaluates more than 40 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.

- CISCO WEBEX APP
- CLARITI
- FLOCK
- GOOGLE CHAT
- HCL SAMETIME
- MICROSOFT TEAMS
- RINGCENTRAL
- SLACK
- TWIST
- ZOHO CLIQ

LIKE WHAT YOU SEE?

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

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Administration controls, governance and compliance
- Analytics, metrics, dashboards, and AI insights
- Application development: APIs/SDKs, documentation, samples
- Audience support for workers, partners, customers that is secure and compartmentalized
- Business operations: funding, acquisitions, executive leadership
- Business partner ecosystem
- Channel types: public, private, broadcast, shared inbox, direct messages
- Client options: desktop, web, mobile, wearables, voice
- GenerativeAI applications to aid in message summary, content creation and recommendation, and automated workflow initiation based on team chats
- AgenticAI capabilities for autonomous actions including appointment setting, follow up reminders and automated meeting summaries with team assignments
- Filters and content highlighting to quickly access the most relevant conversations
- Collaboration features that support in-office, hybrid work, and remote work
- Global customer references
- Deployment options: on-premises, cloud, hybrid, data center locations
- Integration with other business tools, platforms, and workflows
- Licensing options
- Search and discovery, enhanced with AI search optimization tools
- Security and regulatory compliance features (data residency control, GDPR, etc.)
- Templated solutions and use cases
- Unified communication features (50 simultaneous users or more preferred): voice, video, screen sharing-, and email

BUSINESS THEMES

- Future of Work
- New C-Suite

ABOUT CONSTELLATION RESEARCH

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
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Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.