

ASEAN Unified Communication-as-a-Service - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The ASEAN Unified Communication-as-a-Service Market is expected to register a CAGR of 12.27% during the forecast period.

Key Highlights

- Organizations, which are frequently characterized as having minimal IT budgets, have boosted their adoption of cost-effective cloud-based solutions. Consumer-focused mobile solutions that offer communication via chat, audio, and video calls on the same device to respond to all customer questions. Therefore, these solutions are meant to improve self-service, product inquiries, and customer support assistance. The use of virtual training and product management systems benefits employees as well.
- The region's presence of outdated contact centers makes it clear that there is a growing need for an easily maintained network system that can enable efficient communications across numerous enterprises.
- Furthermore, given the ineffective contact centers, it is clear that a growing demand exists for network systems that are simple to maintain and can facilitate efficient communications across various end-user industries, including healthcare, retail, and manufacturing. 90% of remote workers believe that video helps them maintain a closer connection with their coworkers, according to the Interactive Multimedia & Collaborative Communications Alliance (IMCCA).
- Concerning consumers, mobile-first solutions where communication is enabled through chat, audio, and video call through the same device can address all customer queries. Thus, these solutions enhance customer service assistance, merchandise inquiries, and self-service. Employees also benefit from deploying virtual training and merchandise management tools.
- The increasing complexity of cyber threats has driven the trend toward outsourcing one or more of an organization's security operations for cloud-based services.
- With the outbreak of COVID-19, businesses in the ASEAN region increased their investment in unified communications (UC). According to a study by Voxbone, COVID-19 pushed a massive increase in demand for cloud communications. Businesses have been looking for ways to reduce threats, such as group gatherings and the work commute.

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ASEAN Unified Communication-as-a-Service Market Trends

BYOD adoption among the Enterprises is Expected to Drive the Market

- BYOD is a system that integrates mobile device management (MDM), reimbursement procedures, and security measures. This provides a handy, centralized platform for automating crucial activities and enhances the visibility of the devices used within the enterprise.
- It is anticipated that UCaaS solutions will become more popular due to the growing use of the BYOD trend and other mobility solutions. In this era of flexibility and network accessibility for employees working in the area for various businesses, Bring Your Own Device (BYOD) is emerging as a significant trend, increasing productivity in the workplace.
- Additionally, BYOD enables businesses to manage security concerns with "zero touches." When a BYOD solution is implemented, corporate data requirements are secured since the mobile device management (MDM) system can be integrated with BYOD to enable employee security.
- All of these top applications are combined into one fluid user experience that provides complete support for mobile workers via email, business phone, video conferencing, instant messaging, and more by implementing BYOD rules supported with Mobile UC integration. The tools mobile workers need to increase productivity and improve communications are provided by unified communications solutions. However, BYOD can increase security concerns a firm confronts as well as employee satisfaction. Access to unified communication applications can happen on any device, making the need to safeguard access on remote networks a growing concern.

Indonesia is Expected to Hold Significant Share

- Telecommunications regulations are one of the significant impediments to international service providers entering Asian countries, such as India, China, Indonesia, and Vietnam. In these nations, foreign service providers cannot host their VoIP and cloud services. As a result, local telecom carriers in the UCaaS market enjoy a monopolistic advantage to some extent.
- Demand for communication services like voice over internet protocol, audio conferencing, and video conferencing is projected to be driven by the expansion and increase in the need for internet-based communication among small and medium-sized businesses in the area.
- Moreover, after being bought by PT Telkom Indonesia (Persero) through TelkomMetrain last year, Telkomtelstra (PT Teltranet TeltranetSolusi) was renamed Digiserve by Telkom Indonesia (PT Digital Application Solusi). Digiserve is increasingly encouraged in developing services with the notion that it will boost the customer's business and help them achieve better outcomes due to this transition. DigiserveUC&C creates immersive experiences that allow companies to become more productive. People can collaborate more effectively across teams and stay connected on any device, no matter where they are.
- Furthermore, the aggressive rollout of high-speed internet at affordable prices in the region and the rapid uptake of smartphones encourage businesses to choose UCaaS solutions to enable employees to work remotely. These factors are driving the uptake of UCaaS solutions and platforms throughout the region and are anticipated to contribute to the overall demand during the forecast period.

ASEAN Unified Communication-as-a-Service Industry Overview

The ASEAN Unified Communication-as-a-Service Market is consolidated as a few players, such as Mitel Networks Corporation, Ring

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Central Inc., and Cisco Systems Inc., hold a significant share. Due to their capacity to introduce innovations through substantial investments in research and development, these organizations can achieve a competitive advantage over the other players. The corporations' strategic alliances, mergers, and acquisitions have allowed them to occupy a large portion of the market.

In March 2022, 8x8 Inc. was the first to offer a completely cloud-based, comprehensive, unified communications and contact center solution for multinational organizations operating in 50 countries, including Indonesia and Thailand. 8x8 is the first company to combine UCaaS and CCaaS to meet the communications needs of all employees worldwide while they collaborate to offer differentiated customer experiences.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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