According to a recent survey of IT leaders by IDG Research Services:

- 70% of IT leaders have already or will soon deploy their key collaboration applications and services through the cloud.
- Video is the number 1 application next in line for cloud deployment.
- 50% of IT leaders are already deploying video through the cloud in the next 24 months.
- 39% of IT leaders are going to deploy their voice communications through the cloud before 2016.

IT leaders have already cloud deployed the following:

- Web conferencing: 69%
- Email cloud: 66%
- Instant messaging: 56%
- Customer collaboration: 51%

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Primary Objective of Cloud:

- Ability to scale up or down on demand: 25%
- Ability to connect to other clouds and applications: 23%
- Better mobility solutions: 17%

Key Factors Influencing the Rapid Market Transition to Cloud-Based Collaboration:

- Reduced Total Cost of Ownership: 44%
- Better Agility for Faster Time to Market: 30%
- Increased Innovation: 30%
- Improved Productivity: 29%