



The Aragon Research Globe™ for Intelligent Unified Communications and Collaboration, 2026

Intelligent Assistants and Agents Help to Automate the Enterprise.

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Topic: Intelligent Unified communications and collaboration

Issue: Who are the unified communications and collaboration providers, and how will they evolve?

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SUMMARY

Aragon Research releases its seventh Aragon Research Globe™ for Intelligent Unified Communications and Collaboration (iUC&C) that examines 13 major providers. Intelligent Assistants are now a foundational part of leading iUC&C platforms. Omni-channel communications that include video, chat, and voice are powering the rise of integrated communications, which are crucial to how work gets done inside and outside of the enterprise.

Predictions at a Glance

Prediction: By YE 2027, 70% of ICC providers will allow iUC&C Assistants to be customized based on roles or use cases (50% probability).

Prediction: By year-end 2027, 60% of enterprises will designate their primary UC&C messaging platform as the mandatory channel for a majority of AI agent-to-human notifications (70% probability).

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Introduction

The market for Unified Communications and Collaboration (UC&C) is undergoing a profound transformation, moving beyond integrated messaging, voice, and video to become a hub for intelligent automation. This evolution is driven by the maturation of generative AI and the pressing enterprise need to enhance productivity by automating routine tasks. The era of the general-purpose assistant is giving way to a new generation of specialized digital workers. These AI agents are designed to execute specific business functions, from summarizing meetings and drafting action items to more advanced roles such as the AI Receptionist, which offers conversational and intelligent call routing that far surpasses traditional IVR systems. These developments signal a fundamental change in how work is done, creating a collaborative environment where humans and AI agents work in tandem within a single, integrated platform.

The primary implication for enterprises is that UC&C platforms have become strategic assets for business process automation. Selecting a provider now requires a deeper analysis of their AI roadmap and their platform's ability to support a growing ecosystem of both general assistants and specialized agents. The ease of integrating these intelligent capabilities into existing enterprise applications is a critical factor for success. Enterprises must now plan for a hybrid workforce that includes digital agents, which will impact everything from licensing models to workflow design. A failure to adapt to this shift risks falling behind competitors who are leveraging intelligent communications to create more efficient and responsive operations.

In 2026, the race to infuse UC&C platforms with meaningful intelligence has intensified. Providers are differentiating themselves through proprietary AI development and strategic partnerships to expand their feature sets. This ninth Aragon Research Globe for Intelligent Unified Communications and Collaboration evaluates 13 key providers in this dynamic market. It is designed to help enterprise leaders identify the vendors that are best positioned to support the demand for a truly intelligent and automated workplace.

The UC&C Platform: The Anchor for Human and AI Agent Collaboration

As enterprises shift from basic UC&C to AI-enabled offerings, the platform's role is becoming more strategic. It is evolving into the essential anchor for a new, hybrid workforce where both humans and AI agents collaborate to get work done. Having an integrated, omnichannel communications stack is now a strategic imperative for any high-performance enterprise. The platform must provide secure and seamless communication across multiple channels, enabling users—whether human or digital—to easily switch between voice, messaging, and video to complete tasks efficiently. The need for this integrated foundation is highlighted by the emergence of specialized AI agents. For example, an AI Sales Agent designed to operate as a sales development

representative needs access to the full UC&C stack to be effective. To achieve its goal of setting up an appointment with a human counterpart, the agent must be able to email, call, and message potential buyers through the platform.

This makes the UC&C platform the critical infrastructure that AI agents will leverage to communicate and collaborate with humans. As automation increases, the iUC&C platform will become the central nervous system for interaction between people and their digital coworkers.

From Siloed SaaS to an Integrated AI Platform

The SaaS era enabled individual departments to purchase best-of-breed applications to solve immediate needs. While this approach was suitable for acquiring standalone capabilities like video meetings, it has resulted in a fragmented communications landscape within many organizations. This siloed model is no longer sufficient in an age where a broader, more holistic view of collaboration is required. The emergence of AI agents as active participants in business workflows makes a unified platform a strategic necessity.

AI agents cannot function effectively across a patchwork of disconnected tools; they require seamless access to a full suite of omnichannel capabilities from a single, integrated platform. This reality is forcing enterprises to shift from decentralized purchasing to a centralized platform strategy. The key is to procure a complete UC&C offering that provides the voice, video, and messaging infrastructure needed to support both human and digital workers. In response, providers are increasingly bundling a full stack of communication modalities, either developed internally or through partnerships, to meet this demand for a unified foundation.

This integrated approach also allows enterprises to better address specific use cases and user preferences. The need to contact people during emergencies, for instance, often requires the reliability of omnichannel voice and messaging, a feature that is becoming standard in modern platforms. Furthermore, the integration of AI is paving the way for new applications such as telehealth, where secure video meetings between patients and providers can improve access to care while reducing costs.

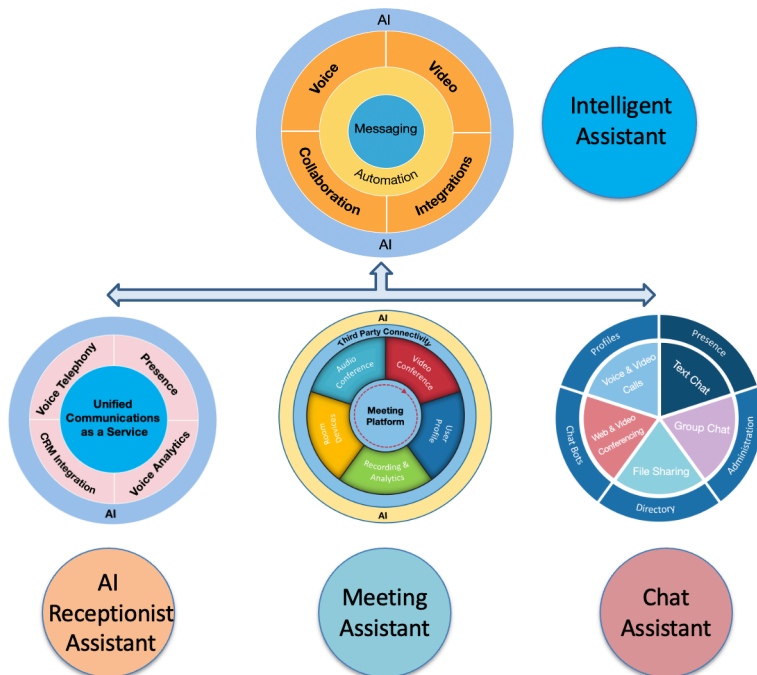


Figure 1: UC&C Platforms are replacing best-of-breed approaches that were popular in the SaaS era.

The Key Elements of the iUC&C Platform

UC&C platforms are about communicating across multiple channels—voice, chat, and video across a common client. Each element of UC&C is important, and moving seamlessly between modalities is key. One of the key aspects of iUC&C is that Assistants are playing a larger role in each of the modalities.

Intelligent Assistants have expanded their capabilities over the last year and now can help users with Chat, with Calls, or with meetings. These new additions, along with Voice Calling, Video meetings, and Team Collaboration and Communication, make up the new Intelligent UC&C Stack (see Note 1).

Intelligent Assistants Are Now Part of the Modern Meeting Experience

Intelligent Assistants for UC&C are now becoming an integral part of the communications experience. While it started meetings, now AI Receptionists help with calls. While Meeting Assistants are often offered at no charge, for AI Receptionists, prices vary.

Intelligent Digital Assistants for iUC&C are becoming much better at taking notes, integrating action items, and summarizing meetings and calls. For the video meeting, they can even split recordings into chapters.

Over the next year, Aragon expects iUC&C Assistants to continue to get smarter. These are more focused Assistants for the Workplace than generic tools such as ChatGPT.

The Rise of Specialized AI: From Assistants to Agentic Systems

The infusion of artificial intelligence is fundamentally reshaping the UC&C landscape, creating a new class of digital participants that work alongside humans. These AI-powered entities are evolving into two

Note 1: Key Elements of UC&C

Voice: Cloud telephony, also called unified communications as a service (UCaaS), has been the largest trend in migrating legacy PBXs. Voice telephony is vital to both employee engagement and customer experience.

Video: Video meetings are here to stay, and video has become the new dial tone for UC&C platforms. The race is on for intelligent video, which is discussed in other parts of this Research Note.

Team Collaboration: Increasingly, team collaboration is becoming the container for work and work projects. Team collaboration is well-positioned to challenge email as a go-to application for day-to-day interactions and ad-hoc work.

Communication Automation: Integrating different communication modalities with and inside of other applications represents an evolution of Communication Platform as a Service (CAP). Note that CAP also means integration to enable virtual agents to use a UC&C platform.

Intelligent Assistants: From providing action items and notes to automating the setup of a call or a meeting, Intelligent Digital Assistants are here to stay. Some providers are also allowing for the creation of task-focused agents that can do specific things. Intelligent Assistants is one of the fastest growing AI market segments.

primary roles: the Intelligent Assistant and the AI Agent. The Intelligent Assistant acts as a productivity multiplier for humans, augmenting their capabilities by automating a fixed set of tasks such as summarizing meetings or managing call settings. In contrast, the AI Agent functions as an autonomous digital worker, capable of executing entire business processes and workflows. Understanding the distinction between these two roles is critical for enterprises, as it dictates how they should architect their future communication strategy and evaluate provider roadmaps.

AI Assistants as the Digital Front Door

Intelligent Assistants in UC&C are evolving beyond their initial role as in-meeting aids. While they continue to perform a fixed set of valuable tasks such as taking notes, summarizing calls, and managing meeting settings, their scope is expanding to become the first point of contact for an enterprise. A primary example of this shift is the emergence of the AI Receptionist (AIR). Unlike a traditional IVR, an AIR can engage in natural conversation with callers, answer frequently asked questions, and intelligently route calls based on the context of the discussion. This creates a more efficient and welcoming digital front door for customers and partners.

AI Agents as a Collaborative Digital Workforce

Distinct from task-oriented assistants, AI Agents are emerging as autonomous digital workers capable of handling complex, multi-step business processes. The next evolution is the rise of agentic systems, where multiple specialized agents can collaborate to achieve a common goal. These digital agents will use UC&C platforms to communicate and collaborate not only with each other but also with employees and customers. For instance, an AI Sales Agent can be tasked with prospecting, using the UC&C platform to call and message potential buyers to schedule a meeting with a human sales representative. This requires the platform to support licensing and pricing models based not only on human users but also on the seats occupied by these digital workers. See Figure 2 below.

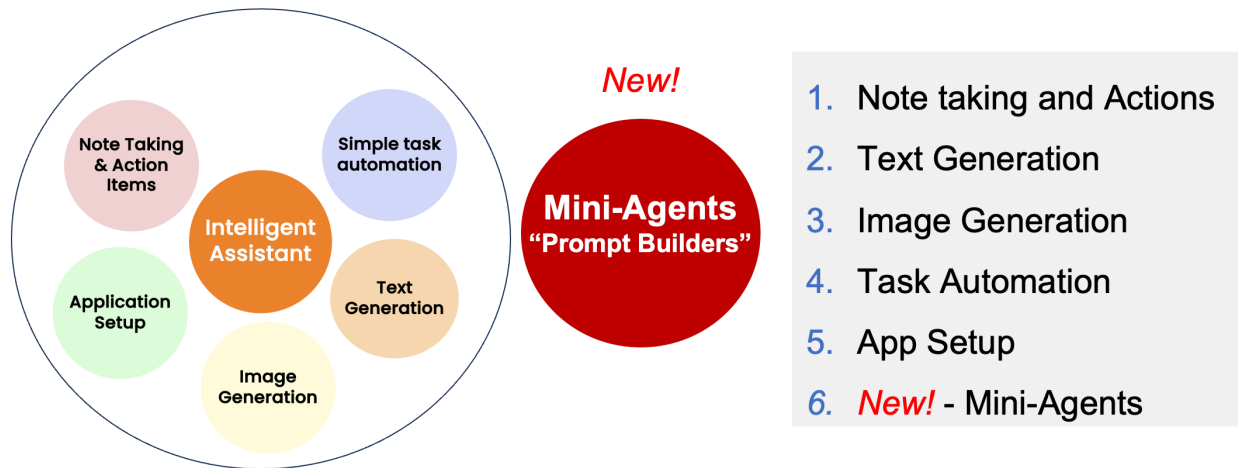


Figure 2: Intelligent Workplace Assistants keep adding features, but iUC&C Assistants are more focused on meetings, chat, and calls.

For UC&C, there is more of a focus on Assistants than virtual agents. This theme has been in place before LLMs came online. Webex helped pioneer the Webex Assistant, and now, with GenAI, more providers offer Assistants, which are also referred to as CoPilots. These Assistants offer summarization capabilities that include text summarization and, in some cases, video meeting scenes or snippets. These algorithms are what Aragon calls Content AI (see Figure 2 and Note 2).

Prediction: *By YE 2027, 70% of ICC providers will allow iUC&C Assistants to be customized based on roles or use cases (50% probability).*

Intelligent Meetings: Automated Capture and the End of the Replay

For years, the promise of automating information capture from meetings has been a goal for UC&C providers, with early features focused on basic recording and transcription. However, recent advancements in generative AI and large language models have transformed this capability from a novelty into a core business function.

The accuracy of transcriptions, speaker identification, and the contextual understanding needed to generate meaningful summaries has improved dramatically. This newfound dependability has fostered a critical element: user trust. Employees are now increasingly confident in relying on these AI-generated artifacts as an official record, fundamentally changing how meeting content is consumed and leveraged.

The evolution to Intelligent Video Conferencing (IVC) has fundamentally altered the meeting experience, automating information capture in ways that increase productivity both during and after the event. A key innovation is the ability for participants who join a meeting late to get caught up instantly. Intelligent assistants from a majority of providers can provide a

Note 2: Content AI as part of Generative AI

Content AI has been around for several years and refers to the ability to process and understand different types of Content. This includes:

Voice AI: The ability to listen to a voice call and understand key words or phrases or the entire conversation. This has been referred to as Conversational Intelligence.

Document AI: The ability to read and understand documents is foundational. With a generative layer added to Document AI, suggestions can be made to enhance an existing document or even to create a new one.

Image and Video (Computer Vision):

Image and Video AI is referred to as Computer Vision. This is the ability to identify Images and Scenes. A fair amount of training is needed to train models.

However, the ability to summarize a meeting by referring to a specific scene or even generating a video summary using specific scenes is now an emerging capability.

With GenAI added to the mix, new images and videos can be created. However, careful consideration of copyright and IP needs to be done before using such images in a commercial setting.

real-time summary of the conversation, allowing late attendees to contribute meaningfully without disrupting the flow.

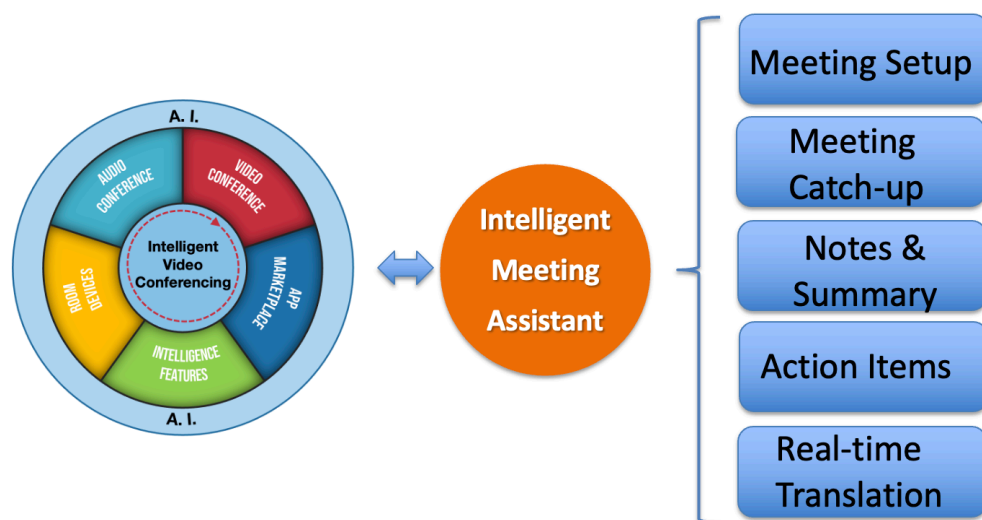


Figure 3: Key capabilities of Meeting Assistants.

Beyond real-time assistance, the quality of post-meeting summaries has advanced significantly, challenging the necessity of full recordings. Automated note-taking now provides highly accurate summaries, identifies speakers, and extracts key action items. For example, the Zoom AI Companion can generate a concise summary of two pages or less, create video highlights, and identify next steps—even if the meeting is not recorded. The quality of these AI-generated artifacts is so high that it often eliminates the need for participants to review a lengthy recording, making critical information more accessible and saving valuable time.

Team Collaboration and Messaging: The Channel for Immediate and Automated Communication

While team collaboration has become a strong alternative to email for daily work, the strategic importance of messaging is growing far beyond simple human-to-human conversations. Its key advantage is immediacy. Unlike email, which can often be overlooked, messaging provides a direct and instantaneous channel for communication, making it ideal for time-sensitive information and alerts.

This immediacy is why messaging is evolving into the default notification layer for critical business processes. Enterprises are leveraging it for emergency broadcasts, where reaching employees quickly is essential. More importantly, messaging is becoming the primary way AI agents communicate with their human counterparts. For example, an AI

agent that completes a task can instantly notify the relevant employee via a message, or an AI-powered monitoring system can alert an IT administrator to a problem. This makes messaging a vital conduit for the emerging hybrid workforce of humans and AI agents.

Because of its expanding strategic role, messaging should not be a siloed, standalone application. To support these integrated use cases, it must be a core component of a broader UC&C platform. Enterprises should look to consolidate their communication channels and leverage their primary UC&C platform for all messaging needs, ensuring a secure and unified experience.

Prediction: By year-end 2027, 60% of enterprises will designate their primary UC&C messaging platform as the mandatory channel for a majority of AI agent-to-human notifications (70% probability).

However, many leaders do offer their own messaging capability. Enterprises need to retire standalone messaging offerings and instead leverage Messaging as part of a broader UC&C offering.

Beyond Public Cloud: The Strategic Imperative of Hybrid, Sovereign, and Secure Deployments

While the market has largely shifted toward public cloud SaaS offerings, a one-size-fits-all model does not meet the needs of all organizations. Large enterprises, particularly those in regulated industries or with substantial investments in existing infrastructure, often require more flexible deployment models. This has led to a growing demand for hybrid and sovereign cloud options that provide greater control over data and security.

Hybrid Cloud allows enterprises to blend on-premise systems with cloud services. This approach enables them to maintain control over sensitive data and legacy applications while still taking advantage of the innovation and scalability offered by the cloud. For many organizations, a hybrid model provides a practical path for modernization without requiring a complete overhaul of their existing IT infrastructure.

A more recent development is the rise of the **Sovereign Cloud**. This model is a direct response to the increasing number of data privacy and residency laws worldwide. A sovereign offering ensures that an organization's data is stored and processed exclusively within a specific country or region, either in an in-country cloud data center or on-premise. This is a critical, non-negotiable requirement for government agencies and companies in sectors like finance and healthcare.

The Security Advantage of Private Cloud

For organizations with the most stringent security and compliance mandates, a private cloud (on-premise) deployment offers the highest level of control. This model allows an enterprise to operate its UC&C platform within its own data centers, behind its own firewalls, and managed entirely by its internal security teams. It provides direct oversight of the physical hardware, network infrastructure, and all access policies. This enables the creation of highly restricted or even "air-gapped" environments, which are essential for defense, intelligence, and critical infrastructure sectors. This level of control over security protocols and data isolation is something that multi-tenant public cloud services cannot replicate.

Several providers are well-positioned to offer these flexible models, often leveraging their deep experience with on-premise solutions.

- **Avaya** supports a multi-cloud approach that allows enterprises to select a deployment model that meets their needs for data sovereignty and privacy.
- **Cisco** continues to provide a range of cloud, on-premise, and hybrid deployment choices to its customers.
- **Mitel** has explicitly launched a Secure Cloud that includes both Hybrid and Sovereign Cloud options.

Communication Automation: From APIs to an Integrated Platform

A single, integrated platform for all communications is now a strategic necessity for enterprises deploying AI agents. Providers are increasingly offering bundled Unified Communications and Collaboration (UCC) and Intelligent Contact Center (ICC) platforms to meet this need¹¹. While this approach offers omnichannel capabilities beneficial for small and medium businesses, its primary importance is in creating a standardized foundation for the growing digital workforce.

The complexity of configuring and managing AI agents across multiple, disparate communication channels makes a fragmented approach impractical and tedious. An integrated UCC and ICC bundle provides the standardized and secure environment necessary for AI agents to function effectively, giving them seamless access to voice, chat, and video for both internal and external interactions. This unified foundation is also critical for enabling advanced, communication-rich applications like Telehealth and automated prescription refills.

Automating communications as part of a core business process now extends far beyond basic API connectivity. The emerging market for Communications Automation Platforms (CAP) leverages low-code tools and AI agents to integrate communication functions into workflows more easily and rapidly than ever before. This approach addresses a key

limitation of many traditional workflow tools, which can handle data but lack native communication capabilities.

For these advanced automation platforms and the AI agents they orchestrate to work reliably, they must operate on a standardized communications infrastructure.

It is inefficient and tedious to configure an agent to navigate different systems for calling, messaging, and video. A unified platform provides the consistency required for an agent to automate tasks that involve communication. While API-centric strategies were sufficient for connecting compartmentalized applications, they are not robust enough for the complex, interactive processes managed by modern AI agents.

How to Use This Globe

With the features of UC&C well-established, the race to differentiate offerings through the ability to offer a fully unified experience is one aspect that is often overlooked. On top of the shift to secure, reliable, AI-enabled omni-channel communications is now underway. Seamless switching between modalities is a given. Aragon recommends that all modalities—calling, meetings, and messaging—be full of UC&C capabilities when it comes to functionality.

Intelligent assistants are here, and while most providers check the box of having one, they vary in features and capabilities.

Our advice to enterprise buyers is to first consider what your core requirements are in regard to UC&C. We encourage buyers to go beyond just the positions on the Globe graph: consider which capabilities and products best fit the required use cases that pertain to your enterprise or buying center. For example, if the requirement is for global calling, this may change the list of finalist providers that you consider.

The table below segments the providers in this report by the key capabilities they support, including Intelligent Assistants:

Vendor	Intelligent Assistants	On-Premise Offering	Cloud Voice PBX	Video Meetings	Team Collaboration	Unified Client	Marketplace
8x8	✓		✓	✓	✓	✓	✓
Avaya	✓	✓	✓	✓	✓	✓	✓
Cisco	✓	✓	✓	✓	✓	✓	✓
Dialpad	✓		✓	✓	✓	✓	✓
Google	✓		✓	✓	✓	✓	✓
Intermedia	✓		✓	✓	✓	✓	✓
GoTo	✓		✓	✓	✓	✓	✓
Microsoft	✓	✓	✓	✓	✓	✓	✓
Mitel	✓	✓	✓	✓	✓	✓	✓
Nextiva	✓		✓	✓	✓	✓	✓
RingCentral	✓		✓	✓	✓	✓	✓
Vonage	✓		✓	✓	✓	✓	✓
Zoom	✓		✓	✓	✓	✓	✓

Table 2: Comparing the capabilities of the different providers.

The Aragon Research Globe™ for Intelligent Unified Communications and Collaboration, 2026 (As of 11/18/25)

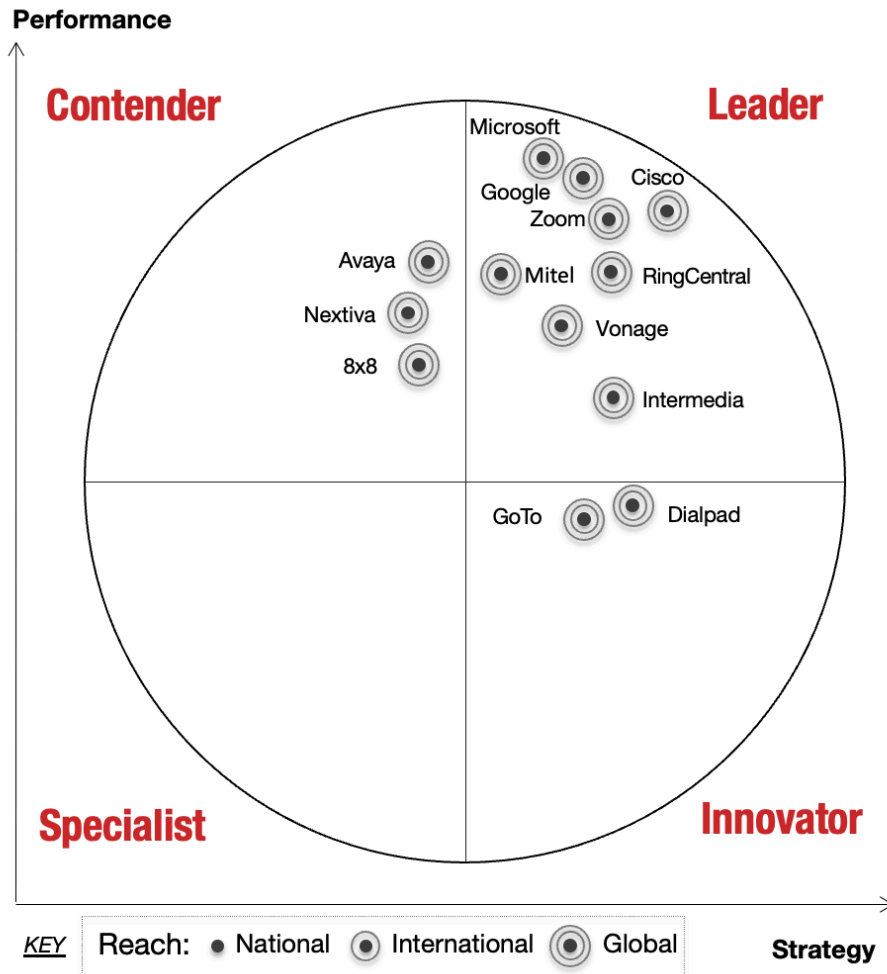


Figure 3: The Aragon Research Globe for Intelligent Unified Communications and Collaboration, 2026.

Leaders

Cisco

The Cisco Collaboration Business Unit is led by GM Snorre Kjesbu. The division has continued its focus on integrating AI across its collaboration, Devices, and contact center platforms, and reports having 18+ million calling users worldwide. Cisco has expanded the use of its assistant technology beyond collaboration into its other business units, including networking and security. The Cisco Webex portfolio includes the Webex Suite for meetings, messaging, calling, Webinars, Events, Whiteboarding, Polling & Video Messaging, along with the Webex Contact Center and a line of Cisco Collaboration Devices.

Cisco has introduced new AI capabilities across its product lines. It continues to offer the Cisco AI Assistant for meetings, chat, and the entire Webex Suite. For the Webex Contact Center, the Webex AI Agent has been enhanced to provide voice support and uses the Model Context Protocol for secure, real-time access to external data. A new AI Quality Management feature, currently in beta, automatically scores agent interactions to assist with quality assurance. For IT administration, the upcoming integration of AI Canvas with Control Hub is designed to deliver ultimate network visibility via real-time telemetry, AI insights, and team collaboration. The company is also embedding AI capabilities into its hardware via the next version of its device operating system, RoomOS 26.

Cisco also announced plans for future releases, including RoomOS 26, which will bring new AI functions to its room devices, and the AI Canvas for the Control Hub management platform. Cisco also announced 5 new AI Agents in Webex Suite – Notetaker, Polling Agent, Task Agent, Meeting Scheduler, and AI Receptionist in addition to new innovations via their expanded AI ecosystem, such as AI-powered Search via Amazon Q index and Copilot, and Deepfake Detection via Pindrop and GetReal. These developments build on foundational technologies like the Webex AI Codec and super-resolution video, which are designed to improve media quality over low-bandwidth connections.

Cisco targets a broad range of markets, from small businesses to large global enterprises. The company has a notable presence in sectors with stringent regulatory and security requirements, such as government, financial services, and healthcare. Its ability to provide end-to-end encryption and meet various compliance standards makes its platform suitable for these industries.

The Webex platform maintains a focus on security, with features for data loss prevention, encryption, and support for legal and regulatory compliance. For integrations, Cisco has a partnership with Microsoft that allows Cisco personal and room-based video devices to work with Microsoft Teams. The platform also offers integrations with Apple products, including iOS, iPadOS, and macOS. With its continued development of AI features embedded across its software, hardware, and management platforms, Cisco is positioned to address enterprise needs for managed collaboration.

Strengths

- The Cisco and Webex brands
- High-quality video and voice across app & devices, including mobile
- Advanced intelligence
- Collaboration video devices for rooms, groups, and personal desk endpoints
- AI embedded in hardware firmware
- Cloud, on-premise, and hybrid deployment options

Challenges

- Balancing focus on hardware and software

- Advanced security, including end-to-end encryption, Webex mobile collaboration capabilities

Google

Google, based in Mountain View, CA, is led by Google Cloud President Thomas Kurian. The company has not announced new executive appointments in the UC&C area recently, and as a public company, it does not take external funding rounds. Google offers the Google Workspace suite of products, including Google Meet, Google Chat, Google Drive, Docs, Slides, Sheets, and Google Voice, all of which integrate with Gmail and Calendar.

New product offerings are centralized around Artificial Intelligence (AI) capabilities powered by the Google Gemini Assistant. A new feature, "Ask Gemini in Meet," is rolling out to select Google Workspace customers. This offering allows Gemini to summarize ongoing discussions, provide a recap of what a participant said, identify key takeaways, decisions, and action items, and help users catch up if they joined late (provided the "Take Notes for Me" feature was already active). Interactions with Ask Gemini are private to the user, and it generates answers by referencing meeting captions, Google Workspace resources, and public web content. A key feature update for Google Voice is the introduction of three-way calling, enabling users to merge two active calls into one conversation. This update is paired with an enhanced, redesigned in-call user interface for a consistent look across devices.

Product announcements in 2024 and 2025 have centered on refining the Gemini integration across Workspace applications. For Google Meet, the Ask Gemini feature is available on desktop, initially supporting only English, with more languages forthcoming. For Google Voice, the three-way calling and the updated user interface began rolling out on May 1, 2025, for Rapid and Scheduled Release domains, applicable to customers with a Voice Starter, Standard, or Premier subscription, as well as SIP Link subscriptions. The in-call user interface updates are available to all Voice users.

The company targets major industries that utilize cloud-based productivity and collaboration tools. These include, but are not limited to, financial services, healthcare, retail, manufacturing, government, and education. The flexibility and scalability of Google Workspace and Google Cloud Platform position the company to address the diverse needs of organizations across these market segments.

Google provides an array of native integrations with the Google Workspace product suite, using its APIs to connect Calendar, Drive, Docs, Sheets, and Meet. It facilitates third-party integrations through the Google Workspace Marketplace with various solutions for shift management, issue tracking, and customer records. Notable external integrations include Microsoft Office 365, Box, Jira, Salesforce, and Zapier. The company continues to leverage its core AI research and development efforts to position itself as a provider of intelligent and adaptable unified communications and collaboration solutions.

Strengths

- Enterprise penetration with Google Workspace
- Google Gemini AI Assistant
- Global cloud infrastructure
- Partner ecosystem
- Team collaboration
- Video meetings
- Cloud-native collaboration applications
- Ease of use

Challenges

- Market awareness of its Voice offering

Intermedia

Intermedia is a global provider of intelligent cloud communications solutions based in Sunnyvale, CA, led by CEO Michael Gold. The company develops and delivers an integrated suite of unified communications, collaboration, and customer engagement services built on its proprietary AI platform and unified data hub. In September 2024, Intermedia expanded its global reach by assuming NEC's UCaaS and CCaaS operations in North America and Europe. Its flagship offerings—Intermedia Unite (UCaaS) and Intermedia Contact Center - lead a broader portfolio that serves more than 150,000 businesses and 7,500 channel partners worldwide.

Intermedia continues to expand its AI-powered innovation across its UC and CC portfolio. Within Unite, AI features provide post-call and meeting summaries, insights, and automated action items that help teams work smarter. In the contact center, Intermedia AI enables AI Agent Assist for real-time guidance and AI Supervisor Assist for live sentiment and topic detection. Additional capabilities—AI Evaluator, AI Interaction Summary, AI Call Transcription, and AI Sentiment Analysis—extend visibility and efficiency across the customer experience. Intermedia is now advancing from assistants to embedded AI Agents that automate interactions, provide 24/7 availability, and improve service consistency. This includes AI Agent | Receptionist, offering always-on, professional call handling and scheduling across industries.

Beyond voice, SMS, chat, and meetings, Intermedia's archiving and data intelligence capabilities help organizations stay compliant, identify opportunities, and improve both employee and customer engagement. Intermedia Archiving supports Microsoft Teams and M365 Email, unifying the capture and analysis of conversations across Unite, Contact Center, and Teams. The company's Microsoft Teams integration is the first fully embedded UC and CC experience within Teams, extending enterprise-grade telephony, messaging, and contact center features without requiring Microsoft calling licenses.

Intermedia's portfolio also includes business email, productivity, and security solutions, ensuring a complete and secure foundation for intelligent collaboration. The company delivers 99.999% uptime SLAs and has been certified eight times by J.D. Power for excellence in technical support. A partner-first go-to-market model, with flexible reseller, agent, and service provider programs, continues to drive Intermedia's growth.

By integrating AI, unified data, and trusted support across its communications and collaboration platform, Intermedia is well-positioned for continued growth as a proven leader in intelligent business communications.

Strengths

- Cloud PBX
- AI capabilities across the UC and CC platform
- Integrated contact center
- Archiving
- Texting
- Integrated Microsoft Teams experience
- Mobile apps
- Native CRM integrations
- Channel focus

Challenges

- Market awareness outside of North America

Microsoft

Microsoft, based in Redmond, WA, is led by Chairman and CEO Satya Nadella. Judson Althoff was recently appointed as CEO of the commercial business in an expanded role as part of a leadership restructuring. As a publicly traded entity, Microsoft does not report new funding. Its core UC&C offering is Microsoft Teams, which provides video, voice, and messaging-based communications. Microsoft's product portfolio is centered on Microsoft 365, which includes Teams, Word, Excel, PowerPoint, and Outlook, all increasingly unified with Microsoft Copilot.

New product offerings are centralized around the capabilities of Artificial Intelligence (AI) through Microsoft Copilot. Microsoft is transitioning to a multi-Large Language Model (LLM) approach for Copilot, recently adding Anthropic's Claude models to the existing OpenAI options in the Microsoft 365 Copilot application and Copilot Studio. New AI agents, such as "Facilitator" for meetings and channel-specific agents, are being introduced to automate workflows within Teams. Microsoft is also making the free version of Copilot chat available in Word, Excel, PowerPoint, and Outlook. New features in Teams include the introduction of live chat functionality, which allows small and medium businesses to embed a chat widget on their website to handle customer service requests directly within a dedicated Teams channel.

Teams Phone has also been enhanced with the Queues app to help staff efficiently manage phone queues. New Teams features in 2025 include Copilot Chat integration at the top of the Teams chat list for more users and new AI agents, such as Researcher and Analyst, which are designed for deep synthesis and data analysis by leveraging cross-system connectors.

In 2024, Microsoft continued to adjust its licensing to comply with European Union regulations by unbundling Microsoft Teams from Microsoft 365 subscriptions, creating suite options both with and without Teams. Effective November 1, 2025, Microsoft will reintroduce the option for new customers globally to purchase Microsoft 365 and Office 365 Enterprise suites that include Teams. The company will also implement minimum price deltas between the suites with and without Teams.

Microsoft Teams and Copilot integrate deeply with the Microsoft 365 suite and Microsoft Graph. Copilot's new multi-LLM orchestration is a notable architectural change. New and enhanced integrations in 2025 include connections with major enterprise applications. Microsoft also maintains an ecosystem of certified providers for Teams Room Systems, including Cisco, Crestron, Lenovo, and others. The company continues to position Microsoft Teams and the Microsoft Copilot Assistant as the foundation for the intelligent workplace of the future.

Strengths

- Microsoft brand
- Microsoft Copilot AI Assistant
- Video meetings and webcasts
- Global PSTN conferencing coverage
- HD video quality on point-to-point calls
- Overall collaboration applications
- Global footprint
- Full hybrid scenarios enabling migrating strategies to the cloud

Challenges

- Multiple Copilot offers creates buyer confusion

Mitel

Mitel, a global business communications provider headquartered in Ottawa, Canada, appointed Mike Robinson as its Chief Executive Officer in September 2025, succeeding Tarun Loomba. This transition follows the company's emergence from Chapter 11 bankruptcy on June 20, 2025, a financial restructuring that reduced its debt by approximately \$1.15 billion and lowered annual interest payments by about \$135 million, stabilizing its financial position. The Mitel portfolio includes unified communications platforms, applications, and its new contact center offering, all supported by its Common Communications Framework.

New product offerings are centralized on the new AI-powered contact center platform, Mitel CX, which achieved General Availability in April 2025. Mitel CX modernizes customer engagement by providing a hybrid solution that can be deployed on-premise, in a hosted cloud, or as a Contact-Center-as-a-Service (CCaaS) operating in a private cloud environment. It integrates AI through features like Generative AI Virtual Agents, which can resolve up to 90% of customer inquiries, and AI-enhanced insights for real-time analytics and agent assistance. The company's strategic partnership with Zoom includes offering the full Zoom Workplace portfolio, with the unique ability to integrate Zoom's collaboration tools with Mitel's robust telephony systems, such as MiVoice and OpenScape, via a hybrid architecture.

In September 2024, Mitel announced the Common Communications Framework and its Mitel Secure Cloud, which includes Hybrid and Sovereign Cloud options. In a significant security and compliance development, Mitel's OpenScape Voice platform achieved JITC certification in May 2025, validating its interoperability and security against strict US Department of Defense standards. This certification, which applies to OpenScape Xpert and OpenScape Alarm Response as well, ensures its placement on the DOD Information Network Approved Products List.

Mitel targets sectors that have stringent security and reliability requirements for their communications infrastructure. These industries include Financial Services and Insurance, Healthcare and Life Sciences, Public Sector, Education and Defense, as well as Telecom, Media and Entertainment, Manufacturing, and Energy and Utilities.

The provider's integrations focus on maintaining a flexible ecosystem for its hybrid portfolio. The core strategy is the deep integration of the Mitel MiVoice and OpenScape phone systems with Zoom Workplace. The company also offers integrations with applications from its Technology Partner Network and is furthering this effort through the Mitel Unified Communications Accelerator program, launched in April 2025 with L-SPARK, to integrate applications from early-stage AI, IoT, and AR/VR companies, specifically targeting healthcare, retail, and hospitality. Mitel's recently released Workflow Studio allows customers and partners to build intelligent workflows for vertical use cases that leverage AI platforms and LLMs. Mitel's Workflow Studio is an intelligent orchestration engine powered by Mitel's CloudLink platform, enabling seamless integration, automation, and customization across UC and CX environments. Mitel's combination of advanced communications security, hybrid cloud flexibility, and a restructured financial foundation makes it an optimal choice for high-consequence industries.

Strengths

- Cloud and on-premise voice support
- Cloud and on-premise meeting and chat support
- Growing AI capabilities
- Global cloud infrastructure
- Hybrid and Secure Cloud focus

Challenges

- Migrating its customer base to new offerings

- Endpoints
- Global partner ecosystem

RingCentral

RingCentral, based in Belmont, CA, is led by founder and CEO Vlad Shmunis. In February 2025, the company announced the appointment of Kira Makagon, the former Chief Innovation Officer and CMO, as President and Chief Operating Officer (COO). RingCentral's core products are the unified communications and collaboration (UCC) platform RingEX, which includes Intelligent Phone Solutions, Meetings, and Messaging, as well as RingCX (its Contact Center offering). The company has not taken new external funding within the last year, relying on its operating cash flow.

New product offerings are centralized on the launch of AI Receptionist (AIR), an AI phone agent designed for call handling and routing. A new product, AIR Everywhere, extends this AI-powered call handling capability to all third-party telephony systems, including on-premises and cloud solutions, for a starting price of \$59 per month per account. New AIR capabilities include seamless appointment booking with Google Calendar and Microsoft Outlook, and expanded language support for British and Australian English, Spanish, and French. To bolster its ability to manage both automated and human workforces, RingCentral completed the acquisition of CommunityWFM in September 2025, integrating AI-driven workforce management (WFM) capabilities directly into the RingCX contact center platform.

In 2025, RingCentral continued to expand the reach and capabilities of its core products. The company's RingEX platform has been extended with RingCentral Events, which offers integrated webinars and event management capabilities. The acquisition of the WFM company introduced RingCentral AI Workforce Management (WFM) as an add-on to RingCX. Furthermore, the RingSense AI platform, already supporting multiple AI providers, expanded its language support for transcription and insights in both Canadian French and Latin American Spanish.

The company focuses on a range of industries, including healthcare, professional services, construction and real estate, financial services, and retail. Its product strategy addresses the need for conversation intelligence and streamlined operations across small and medium businesses (SMB) up to the enterprise market.

The RingCentral Open Platform maintains over 85,000 registered developers and supports an extensive ecosystem of over 9,000 applications and over 500 APIs. This includes pre-built integrations with major business platforms such as Microsoft Teams, Google G Suite, NetSuite, and Salesforce. The newly launched AIR Everywhere is a significant integration announcement for 2025 as it works with any SIP-based phone system. RingCentral's aggressive focus on AI-first solutions and its strategic enhancement of agent and workforce management capabilities position it for continued market penetration.

Strengths

- UC cloud capabilities
- RingCentral brand
- Team messaging and collaboration functionality
- Unified client
- Ease of configuration and deployment
- Open platform
- UC&C marketplace

Challenges

- Managing its growing set of partner and OEM channels

Vonage

Vonage continues to be a wholly-owned subsidiary of Ericsson and is led by CEO Niklas Heuvelodp, a veteran Ericsson executive. Reggie Scales, President and Head of Applications, and Christophe Van de Weyer, who was appointed President and Head of the API Business Unit in April 2025. The company's portfolio is built on unified communications and collaboration (UCC), Contact Center as a Service (CCaaS), and a communications platform as a service (CPaaS) foundation. Its core offerings include Vonage Business Communications (VBC), for UCC, and Vonage Contact Center (VCC) for CCaaS. It differentiates itself with its programmable Communication and Network APIs.

VBC, built on top of Vonage APIs, is a robust omnichannel, mobile-first communications solution that unifies voice, messaging, video, and meetings, infuses intelligence, automation, and personalization into business communications. VBC leverages AI for Telephony and Meetings, and to boost customer interactions across all touchpoints. VBC's Virtual Assistant and AI-driven analytics, coupled with Vonage AI Studio to automate tasks, streamline workflows, and create more meaningful, data-driven interactions for both employees and customers to maximize business productivity.

New product offerings are focused on integrating AI and network intelligence into their core products. The VCC Intelligent Workspace is a new, AI-powered omnichannel interface that provides a unified agent desktop with real-time transcription, next-best-step guidance, and advanced queueing. The company also launched Vonage Agentforce Identity Insights and Fraud Detection in October 2025. This solution provides agents with real-time fraud risk detection and customer verification insights—such as SIM swap checks powered by Vonage's Network APIs—embedded directly into contact center workflows within platforms like Salesforce. AI innovation is driven by Vonage AI Studio, a no/low-code platform for building intelligent virtual agents that support all channels, including voice, chat, and WhatsApp.

In 2025, Vonage introduced significant enhancements to its UCC and security offerings. The VCC Intelligent Workspace was launched, positioning VCC as a fully AI-enabled CCaaS solution that simplifies agent workflows. A key security announcement was the launch of Vonage Agentforce Identity Insights and Fraud Detection, which leverages the new Network APIs to embed security and identity verification directly into communications flows. The company continues to offer Vonage Fusion, which tightly unifies VBC with VCC through a common user interface and is supported by its API connectivity.

Vonage targets enterprises across a range of high-touch industries that demand reliable, secure communications and customer engagement. These include, but are not limited to, financial services, healthcare, manufacturing, technology, and retail. Its focus is on leveraging its communications and network automation capabilities to enable new, advanced applications like Telehealth.

The company's integration strategy centers on tightly coupling its VCC and VBC platforms with leading enterprise applications. Vonage Fusion provides a native integration between VBC (UCC) and VCC (CCaaS). Its VBC for Microsoft Teams offering supports premium calling and messaging directly within the Teams app. For contact center customers, Vonage Premier for Salesforce Voice was updated to support a full omnichannel experience, which is now enhanced with the Agentforce Identity Insights solution. Vonage is well-positioned for the future by unifying its UCC and CCaaS solutions with AI and embedded network intelligence to deliver highly secure and customized digital experiences.

Strengths

- UC&C platform
- UCaaS and CCaaS offering
- Generative AI and AI Studio offerings
- Conversational Commerce platform
- Brand recognition
- Overall API portfolio and flexibility (voice, SMS, messages, Video, Identity)
- Integrations

Challenges

- Building awareness for its full portfolio

Zoom

Zoom, based in San Jose, CA, and led by CEO Eric Yuan, continues to broaden its product portfolio and invest in Artificial Intelligence (AI). Its flagship unified communications and collaboration (UCC) platform is Zoom Workplace, which unifies Zoom Meetings, Zoom Team Chat, Zoom Phone, and Zoom Mail and Calendar with collaboration tools like Zoom Whiteboard and Zoom Docs. The company offers its AI capabilities at no additional cost with paid user accounts.

New product offerings are centralized on the launch of AI Companion 3.0 in September 2025, which introduces advanced agentic AI capabilities across the platform. AI Companion 3.0 features include "free up my time," a proactive skill that analyzes a user's calendar and priorities to suggest meetings they may skip while still receiving AI-generated notes. The assistant can now retrieve and synthesize internal knowledge (from transcripts, documents, and chats) with external insights via unified, context-aware search. A key expansion of its capability is the ability to provide AI note-taking for meetings held outside of the Zoom platform, including those on Microsoft Teams and Google Meet, with WebEx support forthcoming. For tailored AI solutions, the Custom AI Companion add-on is available for a fee, allowing organizations to create and deploy custom AI agents.

In 2025, Zoom expanded the Zoom Workplace portfolio with new enhancements to their collaboration tools, including data tables and writing assistance in Zoom Docs (launched 2024), an AI-first document creation tool, and lifelike Avatars in Zoom Clips (launched 2023), for creating and sharing short video messages. Zoom also enhanced its platform with support for open standards, introducing support, coming soon for the Model Context Protocol (MCP) and Agent2Agent (A2A) protocol to enable interoperability between its agents and tools like ServiceNow. General availability for the core AI Companion 3.0 features is expected in December 2025.

Zoom targets all market segments from small businesses to large enterprises globally. Its focus on providing industry-specific AI solutions, such as for healthcare (e.g., clinical notes) and education (e.g., lecture summaries), demonstrates its commitment to high-touch verticals.

The Zoom platform supports extensive integrations through the Zoom marketplace. For UCC, its partnership with Mitel allows it to offer a hybrid solution, combining Zoom Workplace with Mitel's on-premise telephony. Key technical integrations announced in 2025 include native support for the MCP and A2A open standards, allowing for coordination with third-party agents and enterprise applications such as ServiceNow and SharePoint. Zoom's continued investment in agentic AI and its expansion of Zoom Workplace beyond meetings positions it as a comprehensive and highly intelligent collaboration platform for the future.

Strengths

- AI Companion
- Scalable HD video conferencing and webinars
- Webinars and live events
- Software-based video room systems
- Webinars
- App marketplace
- UCaaS offering
- Innovation

Challenges

- Balancing focus on meetings vs. full UC&C platform

Contenders

8x8

8x8, based in Sunnyvale, California, and led by Chief Executive Officer Samuel Wilson, continues to focus on its Unified Communications as a Service (UCaaS), intelligent Contact Center as a Service (CCaaS), and Communications Platform as a Service (CPaaS)/Communications APIs offerings. New executive appointments in 2024 and 2025 included John Pagliuca to the Board of Directors, Joel Neeb as Chief Transformation and Business Operations Officer, Darren Remblance as Vice President, Chief Information Security Officer, and Joe McStravick as Vice President of EMEA Sales. The 8x8 Platform for CX includes a contact center, voice, video, chat, meetings, proactive customer outreach, 8x8 Engage, a new AI-powered product line, and API solutions, all offered through various subscription and consumption-based plans.

The company has continued its investment in Artificial Intelligence (AI) across its platform. Its recent enhancements include the 8x8 Intelligent Directory, Intelligent Customer Assistant, and 8x8 JourneyIQ. In January 2024, 8x8 introduced AI capabilities for Meetings, including smart summaries and action items. For the contact center, it added improved speech analytics and call summarization, which can be automatically pushed to a Customer Relationship Management (CRM) offering. In April 2025, 8x8 announced AI Agent Assist, which provides live, contextual guidance within the agent workspace, and enhanced Conversation IQ analytics featuring sentiment analysis and talk-time breakdowns. New AI-powered products in 2025 include 8x8 Verif8, an omnichannel One-Time Password (OTP) solution for simple, secure authentication via SMS, voice, and Viber, and 8x8 Omni Shield Self-Service, a no-code SMS fraud protection tool for real-time detection and blocking of threats like Artificially Inflated Traffic (AIT) within the 8x8 Connect CPaaS platform.

8x8 continues to offer its 8x8 Operator Connect, a native Public Switched Telephone Network (PSTN) calling solution for Microsoft Teams supporting high-quality voice calling in over 50 countries. Additionally, the company introduced support for Rich Communication Services (RCS) messaging across its Contact Center and Communication APIs, enabling secure, two-way messaging with rich media. The core 8x8 Work application was enhanced in 2025 with new features like Compose and Summarize chat messages with AI and compliance with WCAG 2.1 AA standards for improved accessibility.

8x8 offers its cloud communications and contact center solutions to organizations of various sizes, with a focus on mid-market and enterprise customers. The primary industries utilizing 8x8's platform include Information Technology and Services and Computer Software, as well as regulated sectors such as healthcare. 8x8 has a solid Technology Partner Ecosystem with an integration framework and out-of-the-box integrations with several leading business and productivity applications. A key partnership announced in September 2025 with Modica Group, a global leader in intelligent messaging, expands omnichannel CX capabilities across the Asia-Pacific (APAC) region. By continuing to integrate AI into its unified platform and expanding its reach through strategic partnerships and industry-specific solutions, 8x8 is positioned to address the evolving requirements for connected customer and employee experiences.

Strengths

- Cloud-based PBX
- Video meetings
- UC&C and contact center integration
- Contact Center
- Partner integrations
- CRM integration

Challenges

- Overall focus on team collaboration

Avaya

Avaya, based in Morristown, NJ, is led by CEO Patrick Dennis. The company continues to serve a large enterprise customer base with a focus on its unified communications and contact center portfolios.. The company's primary offerings include its unified communications platforms Avaya Aura, Avaya IP Office, and Avaya Aura Private Cloud, its cloud offering Avaya Cloud Office, and its suite of contact center solutions.

Avaya's product strategy includes modernizing its core platforms with artificial intelligence and deeper portfolio integration . The company provides Avaya AI Workflow, a capability that uses generative AI to build and deploy virtual agents. This allows for integration with various conversational AI technologies to automate and customize workflows. In 2025, the company introduced the Avaya Infinity™ platform, unifying customer and employee experiences for large enterprises. Avaya Aura integrates through a hybrid configuration with Avaya Infinity, allowing organizations to provide advanced orchestration, employee workflow automation, and AI-driven experiences; while support for Model Context Protocol (MCP) enables more intelligent and context-aware AI agents across employee and customer interactions. Avaya continues to expand its ecosystem through partnerships and integrations. Its support for Microsoft Teams enables customers to seamlessly integrate Avaya's enterprise telephony and UC capabilities with Microsoft's collaboration platform. In 2024, Avaya added Zoom integration to further enhance collaboration options. This followed other developments across its portfolio focused on enhancing its core UC and contact center offerings. In 2025, the company also announced a partnership with Databricks to strengthen data governance and security for its AI solutions, with platform updates expected by year-end. Avaya targets large enterprises, particularly those in complex and highly regulated industries that require system stability and data control. The company's customer base includes organizations in financial services, healthcare, and the public sector. These industries often have extensive existing on-premise infrastructure, which aligns with Avaya's portfolio of on-premise and private cloud solutions like Avaya Aura.

The Avaya Enterprise Cloud is powered by Microsoft Azure. While it is clear that Avaya has focused on Microsoft Azure as its go-forward Cloud Partner, Avaya continues to support a multi-cloud application ecosystem. Avaya is well-positioned to help customers leverage its communications and contact center needs—and due to its multi-cloud approach, enterprises can pick a deployment model that supports data sovereignty and data privacy. Avaya's reinvigorated leadership team refreshed products, and cloud flexibility and overall scalability make it one to watch.

Strengths

- UC&C platform
- Cloud, on-premise, and hybrid capabilities
- Overall user experience
- AI-powered contact center
- Highly reliable telephony and UC
- Partner network and ecosystem

Challenges

- Focus on Video

Nextiva

Nextiva, based in Scottsdale, Arizona, is led by CEO Tomas Gorny. In February 2024, the company appointed Jim Nystrom as Chief Revenue Officer. Nextiva has not taken any new external funding within the last year, having secured a \$200 million Series B round in late 2021. The Nextiva platform is designed as a Unified Customer Experience Management (UCXM) solution that includes voice, video, chat, email, and social media, aiming to unify communications and customer relationship management (CRM) functions.

New product offerings are centered on advancing its UCXM and AI capabilities, building on its strategic acquisitions. In January 2024, Nextiva acquired Thrio, a cloud-native contact center software provider, which added end-to-end journey orchestration and workforce engagement management to the platform. This, combined with the earlier acquisition of Simplify360, an AI-based social media management platform, enables Nextiva's comprehensive AI and orchestration strategy. This platform vision strongly emphasizes a flexible, data-driven model, offering capabilities like generative AI-based Knowledge Bases and agent-assist technologies.

Product announcements in 2024 and 2025 focus heavily on new integrations and channel expansion. Nextiva introduced a native WhatsApp Integration in 2025, allowing agents to manage WhatsApp messages alongside other channels (SMS, email, chat, and voice) from a unified interface. It also announced a native integration with Microsoft Teams, bringing its voice and contact center platform directly into the Teams workspace without requiring additional plug-ins. Both integrations streamline workflows and aim to improve cross-team collaboration.

The company primarily targets the Information Technology and Services, Computer Software, and Hospital & Health Care sectors. Its customer base spans all business sizes, with a strong presence in the small and medium-sized business (SMB) market, but also includes a significant portion of large enterprises. The focus on a highly flexible, unified platform that integrates traditional UC with contact center and CRM functions makes it versatile across industries.

Nextiva has significantly expanded its integration ecosystem in 2025. Key additions include the WhatsApp and Microsoft Teams integrations, which are crucial for global reach and internal collaboration, respectively. Furthermore, Nextiva announced an enhanced integration with HubSpot, automating call logging, enabling click-to-call directly from the CRM, and delivering real-time caller context to employees. The platform's API-driven architecture supports seamless integration with various CRM and business tools, including Salesforce, Zoho, and Zendesk. The company's unique strategy of unifying communications, contact center, and customer experience management functions in a single platform positions it as a forward-looking provider in the intelligent communications market.

Strengths

- Cloud PBX
- Call center
- Mobile app
- Analytics
- Native CRM capabilities
- NextOS Business Communications Suite

Challenges

- Focus on AI

Innovators

Dialpad

Dialpad, based in San Ramon, is led by Founder and CEO Craig Walker. The company has not taken any new external funding within the last year, having focused on execution and product innovation, building on its over \$200 million in annual recurring revenue. Dialpad offers its AI-powered workspace, which features AI Voice Calling, AI Messaging, and AI Meetings, alongside its AI-powered customer intelligence platforms, AI Contact Center, and AI Sales Center.

New product offerings are centered on the launch of the Agentic AI Platform in October 2025. This platform represents a shift from passive information retrieval to autonomous action, enabling businesses to build voice and text agents that can reason through multi-step tasks and execute them end-to-end across existing business systems. The platform utilizes a Dynamic Intelligence Architecture that learns from every interaction and offers a low-code environment for agent development. Core agent capabilities include managing refunds, scheduling appointments, and handling order lookups. Autonomous agents are built on a model-mix architecture that leverages Dialpad's proprietary AI models, including DialpadGPT, alongside frontier Large Language Models (LLMs).

In 2025, Dialpad advanced its core AI capabilities across its unified communications (UC) and contact center (CC) products. Key enhancements include improved AI CSAT scoring and the expansion of AI Live Coach Cards to include meetings, providing real-time guidance beyond live calls. The platform's existing AI features, such as AI recaps and AI Agent Assist, continue to leverage unstructured data to capture summaries, action items, and instantly surface the right answers for agents. The focus on embedding AI Playbooks remains a strategic component of ensuring script adherence and consistent performance.

Dialpad targets a diverse customer base across the enterprise, mid-market, and small-to-medium business (SMB) segments. The company's Agentic AI platform is seeing early adoption in specialized verticals such as healthcare, retail, real estate, recruiting, automotive, and legal services. Its global scalability is a core focus, appealing to large enterprises with distributed workforces.

The Dialpad Open Platform supports a wide range of integrations. Its AI agents are designed to execute actions across CRM, support, and back-office systems via secure connectors, with announced integrations for platforms like Salesforce and HubSpot. The company remains a partner with Google, leveraging its Google Cloud Platform (GCP) data centers for global deployment and supporting both Google Chrome and Google Workspace. Additionally, the Dialpad app for Microsoft Teams provides a fully embedded calling and UC experience. Dialpad's architectural transformation with its Agentic AI Platform, which blends UC, CC, and autonomous action, positions it as a leader in defining the future of intelligent business communications.

Strengths

- Cloud-based, real-time syncing across devices
- Integrated Contact center
- Ease of deployment and Simplified User Management
- Voice Intelligence AI Capabilities and HD-Quality Voice and Video
- Pricing Simplicity
- CRM integration and sales use case

Challenges

- Focus on team collaboration

GoTo

GoTo is a privately held company based in Boston, Massachusetts, led by Chief Executive Officer Rich Veldran. Recent executive appointments included Peter Mahoney as CCO and Nicholas Asadorian as CFO. The company focuses on cloud communications and IT management. Its product portfolio includes the GoTo Connect platform (Phone System, CX, and Contact Center), the Collaboration suite (GoTo Webinar, GoTo Meeting, and GoTo Training), and the IT portfolio (LogMeIn Resolve, LogMeIn Rescue, and LogMeIn Miradore, among others). The company did not take on new external funding in the last year.

The vendor is heavily expanding its offerings with Artificial Intelligence (AI). The AI Receptionist is a new add-on for GoTo Connect that handles customer calls 24/7. In March 2024, GoTo launched GoPilot Admin for IT operations, an AI optimization add-on for the Contact Center to boost agent insights, and AI Meeting Summary in GoTo Meeting. In February 2025, the company introduced AI Quality Management for GoTo Connect Contact Center, a generative AI-powered Workforce Engagement Management (WEM) solution that automates the analysis of queue calls for agent coaching.

Product evolution in 2024 and 2025 included the September 2024 launch of GoTo Connect CX, an AI-powered suite combining the phone system with advanced communication tools. Enhancements to GoTo Connect in 2025 included Virtual Fax improvements. A specialized 2025 offering is the enhanced GoTo Connect for Automotive which can include AI Receptionist with automated scheduling for car dealerships as well as other verticals. This verticalized offering also features direct integration with auto dealership software like Xtime to manage service appointments automatically.

GoTo targets various markets, including Small and Midsize Businesses (SMB), with its Contact Center, and offers GoTo Contact Center Pro for medium and large enterprises. The company focuses on specific industry sectors, including automotive, education, healthcare, legal, and professional services. The automated scheduling for car dealerships in its AI Receptionist highlights a strategic focus on the automotive vertical's specific needs.

The provider offers a marketplace with numerous integrations. A key integration in 2025 is the Xtime integration with GoTo Connect's AI Receptionist for automated scheduling in the automotive sector. Earlier 2024 integrations across the IT portfolio included a Jira Service Management integration and an enhanced Salesforce integration for LogMeIn Rescue. Additional new integrations for GoTo Connect include Zendesk, ServiceNow, Sugar CRM, Freshdesk, VinSolutions and CDK CRM, and Pipedrive. By incorporating specialized vertical solutions and integrating AI across its portfolio, GoTo is positioned for growth in the unified communications and support markets.

Strengths

- UC&C offering
- Contact Center offering
- Brand awareness
- Web and video conferencing install base
- Integrations
- Growing AI capabilities
- Ease of use

Challenges

- Focus on team collaboration

Omnichannel Security: Identity and Assurance for the Age of AI

The expansion of intelligent contact center (ICC) operations across voice, video, and chat channels introduces significant new vectors for security and compliance risks. As digital labor entities—virtual agents and assistants—gain access to confidential customer profiles and sensitive company data, the threat landscape expands beyond human intrusion to include algorithmic and autonomous risks. Consequently, a paramount concern for enterprises is ensuring the security of all omnichannel interactions.

The market must rapidly move toward establishing **Agentic Identity and Security Principles (AISP)** for agents and assistants. This involves verifying that the AI worker accessing or processing data is legitimate, has the correct permissions, and is not being manipulated for espionage or unwanted intrusion. Aragon Research expects all enterprise software providers to offer clear assurances and demonstrable capabilities to prevent unauthorized actions by AI agents and assistants, not just human employees. The need for this robust identity assurance is critical, as it secures the data housed within the knowledge lakes that power these agents, ensuring the confidentiality and integrity of customer and corporate knowledge.

Aragon Advisory

- Enterprises should look at iUC&C offerings and compare and contrast their AI Assistants to power productivity.
- Enterprises should look to standardize on an iUC&C platform due to the increased need for humans and agents to leverage such an offering.
- Enterprises re-evaluate providers based on their security and governance capabilities.

Bottom Line

With the advent of the Intelligent UC&C era, AI Assistants and Agents are here to stay. The enterprise should look for providers that not only have a robust platform but also one that is powered by AI Assistants. Enterprises should look to standardize around 1-2 key UC&C providers to ensure both redundancy and global availability.

Aragon Research Globe Overview

The Aragon Research Globe graphically represents our analysis of a specific market and its component vendors. We do a rigorous analysis of each vendor, using three dimensions that enable comparative evaluation of the participants in the given market.

The Aragon Research Globe looks beyond size and market share, which often dominate this type of analysis, and instead uses those as comparative factors in evaluating providers' product-oriented capabilities. Positioning in the Globe will reflect how complete a provider's future strategy is, relative to their performance in fulfilling that strategy in the market.

A further differentiating factor is the global market reach of each vendor. This allows all vendors with similar strategies and performance to be compared regardless of their size and market share. It will improve recognition of providers with a comprehensive strategy and strong performance but limited or targeted global penetration, which will be compared more directly to others with similar perspectives.

Dimensions of Analysis

The following parameters are tracked in this analysis:

Strategy reflects the degree to which a vendor has the market understanding and strategic intent that are at the forefront of market direction. That includes providing the capabilities that customers want in the current offering and recognizing where the market is headed. The strategy evaluation includes:

- Product
- Product strategy
- Market understanding and how well product roadmaps reflect that understanding
- Marketing
- Management team, including time in the job and understanding of the market

Performance represents a vendor's effectiveness in executing its defined strategy. This includes selling and supporting the defined product offering or service. The performance evaluation includes:

- **Awareness:** Market awareness of the firm and its product.
- **Customer Experience:** Feedback on the product, installs, upgrades, and overall satisfaction.
- **Viability:** Financial viability of the provider as measured by financial statements.

- **Pricing and Packaging:** Is the offering priced and packaged competitively?
- **Product:** The mix of features tied to the frequency and quality of releases and updates.
- **R&D:** Investment in research and development, as evidenced by overall architecture.

Reach is a measure of the global capability that a vendor can deliver. Reach can have one of three values: *national*, *international*, or *global*. Being able to offer products and services in one of the following three regions is the third dimension of the Globe analysis:

- **Americas** (North America and Latin America)
- **EMEA** (Europe, Middle East, and Africa)
- **APAC** (Asia Pacific: including but not limited to Australia, China, India, Japan, Korea, Russia, Singapore, etc.)

The market reach evaluation includes:

- Sales and support offices worldwide
- Time zone and location of support centers
- Support for languages
- References in respective hemispheres
- Data center locations

The Four Sectors of the Globe

The Globe is segmented into four sectors, representing high and low in both the strategy and performance dimensions. When the analysis is complete, each vendor will be in one of four groups: *leaders*, *contenders*, *innovators*, or *specialists*. We define these as follows:

- **Leaders** have comprehensive strategies that align with industry direction and market demand and effectively perform against those strategies.
- **Contenders** have strong performance, but more limited or less complete strategies. Their performance positions them well to challenge for leadership by expanding their strategic focus.
- **Innovators** have strong strategic understanding and objectives but have yet to perform effectively across all elements of that strategy.
- **Specialists** fulfill their strategy well but have a narrower or more targeted emphasis with regard to overall industry and user expectations. Specialists may excel in a certain market or vertical application.

Inclusion Criteria

- A minimum of \$6 million in primary revenue for unified communications and collaboration or a minimum of \$8 million in revenue in a related market (voice, video conferencing, collaboration, and mobile collaboration/messaging).
 - o UC&C, as defined by Aragon, is an evolving market. A vendor needs to have at least two modules to be evaluated. UC&C modules include voice, video conferencing, collaboration, and mobile collaboration/messaging.
- Shipping Product: the product must be announced and available.
- Customer References: the vendor must produce customer references in each hemisphere that the vendor participates in.

Aragon Research evaluates markets and the major technology providers that participate in those markets. Aragon makes the determination about including vendors in our Aragon Research Globes with or without their participation in the Aragon Research Globe process.

Inclusions

No new providers were added.

Exclusions

NEC. NEC has exited the Global iUC&C market and is now represented by Intermedia.