

# STATE OF THE WebRTC Market 2015

Webtorials

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The WebRTC Market is Crossing the Chasm According to a new Webtorials Report



WebRTC is making the leap from early adopters to early mainstream users according to a new report by industry analyst firm Webtorials, titled "2015 WebRTC State-of-the-Market Report". The report, sponsored by Sonus Networks, is based on a survey of 191 IT professionals representing firms large and small from around the world.

WebRTC, for Real-time Communications, promises to enable audio, video and data communications in a peer-to-peer fashion from directly within a web browser, without the need for a phone, IP-based PBX, UC server or any other infrastructure.

The report can be downloaded here

69% of companies surveyed have either already deployed or plan to deploy WebRTC up from 56% last year



Billions will be using WebRTC within a few years

# 2 Billion

Research firm Disruptive Analysis estimates 2 Billion users may use WebRTC by 2019

# 1 Billion

Over 1 Billion of these individuals will be business people.

## DEPLOYMENT PLANS

# 15%

15% OF RESPONDENTS ARE ALREADY IN PRODUCTION WITH WEBRTC APPLICATIONS

# 31%

HAVE HEARD OF WEBRTC, BUT CURRENTLY HAVE NO PLANS TO USE IT

# 17%

PERCENTAGE OF COMPANIES THAT CONSIDER THEMSELVES IN THE 'EARLY USE' STAGE

# 22%

HAVE PLANS TO USE WEBRTC AFTER ONE YEAR OR MORE

# 16%

HAVE PLANS TO USE WEBRTC WITHIN ONE YEAR

## HIGH HOPES FOR WebRTC

9 out of 10 businesses believe WebRTC has the potential to improve Contact Center Services

# 90%

### VIDEO

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67% of companies view WebRTC as a potential solution for external video needs

### SIP TRUNKING

# 85%

More than four out of five companies consider WebRTC to be complementary to SIP

## WHERE WebRTC IS CRITICAL

Many respondents to the Webtorials survey go so far as to say WebRTC is 'critical' for various applications. Here are the leading apps for which companies deemed WebRTC either 'critical', or 'important'.



55% say WebRTC will be critical or important to collaboration with customers, partners and others



49% of businesses say WebRTC will be either critical or important to internal team collaboration



Nearly 1/2 of all respondents (48%) see WebRTC as critical or important to Contact Center Support activities

## GOING MOBILE

Respondents want WebRTC to work well with mobile devices, for both employees and customers.

# 58%



Nearly 6 in 10 of those surveyed said WebRTC support was either critical or important on a smartphone

# 57%



Almost 60% also said employee tablets should include WebRTC support.

More than half of respondents further consider it critical or important that customer smartphones and tablets support WebRTC

## ISSUES WITH WebRTC

38% - THE STANDARDS ARE INCOMPLETE

37% - MICROSOFT / INTERNET EXPLORER DON'T SUPPORT IT

34% - I DON'T KNOW ENOUGH ABOUT IT

28% - APPLE / SAFARI DON'T SUPPORT IT

22% - WHAT I HAVE TODAY WORKS JUST FINE

## BROUGHT TO YOU BY



Source Reports - Webtorials: 2015 WebRTC State-of-The-Market Report - <http://www.webtorials.com/content/2015/07/2015-webrtc-state-of-the-market-report.html>, <http://disruptive-analysis.com/webrtc.htm>

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