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COMPASS INTELLIGENCE

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Enterprise Chat Applications:

Disruption and Innovation for Collaboration and Communications

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About Compass Intelligence

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This report was prepared by Mark Beccue for Compass Intelligence, LLC

About Compass Intelligence

Compass Intelligence is one of the leading market analytics and consulting firms specializing in metrics-driven market intelligence and consulting focused on the entire mobile ecosystem, device recommerce and recycling, IoT, and emerging technology markets. Compass Intelligence provides a number of key services including strategic advisory, market sizing/modeling, competitive benchmarking, executive-level consulting, and turn-key survey services. Providing quality services over 11 years, many of the top technology vendors rely on Compass Intelligence's expertise and insights to make better and more informed planning, strategy, and development decisions. Visit us at http://www.compassintelligence.com to learn more.

Methodology

Compass Intelligence conducts ongoing research by utilizing some of the following research methodologies to complete market forecasting, uncovering the top trends, sharing the latest market drivers and challenges, and performing competitive analysis:

- Ongoing top-down (evaluating market revenues) and bottoms up (evaluating users or units) market sizing of the U.S. and Global IT market expenditures and revenues, as well as user, subscriber, unit, shipments, installed base, and other end-user metrics tracking
    - The Compass Intelligence database of forecasts, metrics tracking, and financial modeling is upwards of 100s of individual and detailed segmentation analysis of the top industries impacting the mobile industry today.
    - Forecasting may be validated using existing market data that falls in a relevant market or has relatable metrics to further refine trending and benchmarking
    - Compass Intelligence may also share informal forecasts and metrics with industry participants to gather feedback and confirmation, which support in validation or refinement of the model or key forecasts.
    - Compass Intelligence often makes assumptions given our market experience around segmentation and modeling to further segment forecasts by key demographic or other industry characteristic

- Continuing vendor analysis through 3rd party sources including earnings report, financial reports, website review, social media, and secondary sites that analyze key vendor or competitive analysis

- Use of existing, internal, and recent survey research collected using the Thought Leaders research and panel owned and managed by Compass Intelligence. These surveys may be conducted with end-users or decision-makers in the consumer or B2B market.

- Conducting briefings, interviews and meetings live, by phone, over chat, via email, web conference, and other tools with managers, owners, and executives of key industry participants, companies, financial investors, and other industry thought leaders.

- Industry trade shows, conferences, events, and organizations. Compass Intelligence is a member, board advisor, and participant in many of the top trade shows and conferences. Leveraging the meetings, sessions, presentations, and relationships at these events, supports in additional market intelligence gathering that is often used in our reporting and final write-ups.

- Additional resources may be used or unique for key reports depending on the topic and experience of our Senior staff.

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Introduction

The culture of work is changing. Today's workforce is more dispersed. Mobile devices and ubiquitous connectivity mean workers are always on and flex time has become a norm. The number and sophistication of business applications continues to grow. There is too much data to digest. Email, the connective tissue of business communications, is beginning to fail in its critical mission as workers become overwhelmed in its volume. All of these factors slow productivity, collaboration and communication.

But now, a consumer-like sensibility and ease of use is being applied to modern work challenges. Focused on increasing productivity, collaboration and communication, chat platforms like Slack and HipChat are emerging as legitimate business application contenders in a market dominated by established powerhouses. How? Chat applications are providing easy to use searchable synchronous and asynchronous communications and file sharing/archiving for work teams. Further, like consumer chat applications WeChat and Facebook Messenger, these enterprise chat platforms offer integrations to a broad range of applications, enabling users to work in different applications without ever leaving the chat platform. Integrations to established and upstart business applications are exploding, ranging from calendar/meeting, project management and expense reporting to travel booking and CRM. Chatbots, smart applications that perform work functions and are controlled through chat interface, are bringing even more efficiencies to bear.

The terms "enterprise chat platforms", "enterprise chat applications", and "chat enabled collaboration" all refer to chat interface business applications used for communications, collaboration and productivity. They are typically cloud-based (though not all are) applications that can be used across desktop and mobile devices regardless of the operating system (OS). Some solutions will focus strictly on the communications function, including P2P (peer to peer) and group messaging, voice calls, teleconferencing and video/web conferencing. They will be referred to as Enterprise Messaging Applications.

This report was developed using both primary and secondary research. Included in the primary research were interviews with Denise Hayman-Loa, CEO of Carii, Jason Fried, CEO of Basecamp, Raj Koneru, CEO of KORE and Barry Castle, CMO of Symphony.

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Market Indicators

This report will dive into a number of key market questions and provide key commentary and analysis on the market indicators impacting enterprise chat and messaging solutions. A few of the key areas explored include the following:

- What will be the impact of messaging on enterprise?
- Will chat platforms evolve the use, effectiveness of business applications? How will they succeed where enterprise social networks have failed?
- Will chat become the dominant interface for computer technology, replacing the Graphical User Interface (GUI)?
- How will enterprise chat platforms evolve collaboration, productivity, communication?
- Will one/few platforms dominate or will chat and messaging disperse into business apps?
- Which platform model will succeed - Open platforms/API integration or “Walled Gardens”?
- Are chatbots a game changer for productivity, collaboration?
- Who will be the winners and losers with the emergence of enterprise chat platforms?
- What business models will succeed?
- Will chat platforms be focused on internal use only, or will they be able to bridge enterprises to partners and customers?
- How challenging is security and compliance?

List of Definitions and Acronyms

Synchronous – in real time

Asynchronous -of, used in, or being digital communication (as between computers) in which there is no timing requirement for transmission and in which the start of each character is individually signaled by the transmitting device

CRM – Customer Relationship Management

Enterprise Chat Platforms -- chat interface business applications used for communications, collaboration and productivity. Also known as Enterprise Chat Applications, Chat Enabled Collaboration

Enterprise Chat Applications – see Enterprise Chat Platforms

Chat Enabled Collaboration – see Enterprise Chat Platforms

OS – Operating System

P2P – Person To Person

Enterprise Messaging Applications – A subgroup of Enterprise Chat Platforms with a strict focus on enterprise communications

Walled Garden – Closed ecosystem. Multiple applications via a platform available from only a single source.

Telework -- the substitution of technology for travel (telecommuting or any work away from office)

ESN – Enterprise Social Network

SMS – Short Messaging Service

MMS – Multimedia Messaging Service

CUI – Conversational User Interface

AI – Artificial Intelligence

HIPAA – Health Insurance Portability and Accountability Act

SEC – Securities and Exchanges Commission

VOIP – Voice Over Internet Protocol

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iOS – iPhone Operating System

Chatbots -- computer programs that operate through a chat interface. They can initiate action and respond to requests.

Slackbots – Chatbots on Slack

DND – Do Not Disturb

Two Factor Authentication – a security mechanism that requires two types of credentials for authentication and is designed to provide an additional layer of validation, minimizing security breaches.

PBX – Private Branch Exchange

PHI – Protected Health Information

USBLS – United State Bureau of Labor Statistics

How to Access this Report

Enterprise Chat Applications: Disruption and Innovation for Collaboration and Communications

Report Fee: $3,495.00 (USD)
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Description: The modern dispersed and mobile workforce is finding productivity, collaboration and communications challenged by current business tools. A potential solution, Enterprise Chat Platforms — consumer-friendly, chat-based platforms which manage internal and external communications as well as business applications for the modern workforce. Not only do these enterprise chat platforms have the potential to improve work efficiency, they may also spawn significant innovation and disruption in the broader business application ecosystem. This report explores the market drivers and challenges for enterprise chat platforms, detailed review of the major players, market size/market share from 2015-2019 and vendor competitive analysis.

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