

2020 Cloud Comms Trends

**THE TOP 9 TRENDS AND TOPICS YOU CAN
EXPECT TO SEE IN THE INDUSTRY THIS YEAR**





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INTRODUCTION

by **Matt Brown**

VP of Product Management, Bandwidth International

Bandwidth has produced this ebook based on its own research and market analysis, plus several publicly available reports. We have also sourced exclusive commentary from leading independent analysts. Contributors are listed at the end of this page.

The cloud comms industry has been through a number of twists and turns over the past few years. With opportunities for innovation and change in almost every area of the sector, it's no wonder people are looking to see what we can expect at the beginning of this next decade.

As communications providers, the Bandwidth team keep a close eye on the latest developments in technology, business practices, and expertise within the comms market. So we're in a unique position to offer our thoughts on what will make big waves in 2020 and beyond.

To make sure we're not just listing off our hopes, we joined up with some amazing analysts, tech buffs and industry thought leaders to give you an extensive and informed insight into what will be an exciting year for cloud communications.

Increased Cloud Comms adoption and the big ISDN switch-off are set to make waves in VoIP - this, combined with SD-WAN uptake and the modularization of the communications stack are set to create a new era of comms.

On the other end of the spectrum, we're expecting exciting innovation within the collaboration software space, alongside the integration of the much-discussed "Internet of Things", AI, Serverless Computing, and the launch of mainstream 5G.

With special thanks to:

Blair Pleasant - President & Principal Analyst - COMMFusion LLC

Raul Castanon-Martinez - Senior Analyst - 451 Research

Irwin Lazar - Vice President & Service Director - Nemertes

Jon Arnold - Principal - J Arnold & Associates

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Matt Brown

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TREND 1

Increased cloud comms adoption

Business infrastructure is changing. As companies transform and scale, they're moving from legacy and hybrid infrastructures to the cloud, with global Digital Transformation (DX) technology investments set to exceed [\\$6 trillion from 2019-2022](#).

In 2020, communications is expected to account for 36% of IT budgets, [at a global cost of \\$3,878 billion](#). And as regulatory frameworks tighten around the globe, limiting complexity in the sphere of communications is becoming increasingly challenging. More than half (52.2%) of businesses are already using or planning to use SIP trunks, [according to Nemertes](#), with 12% evaluating, 27.3% using them by the end of 2019 and 17.9% planning to deploy in 2020 after successful testing.

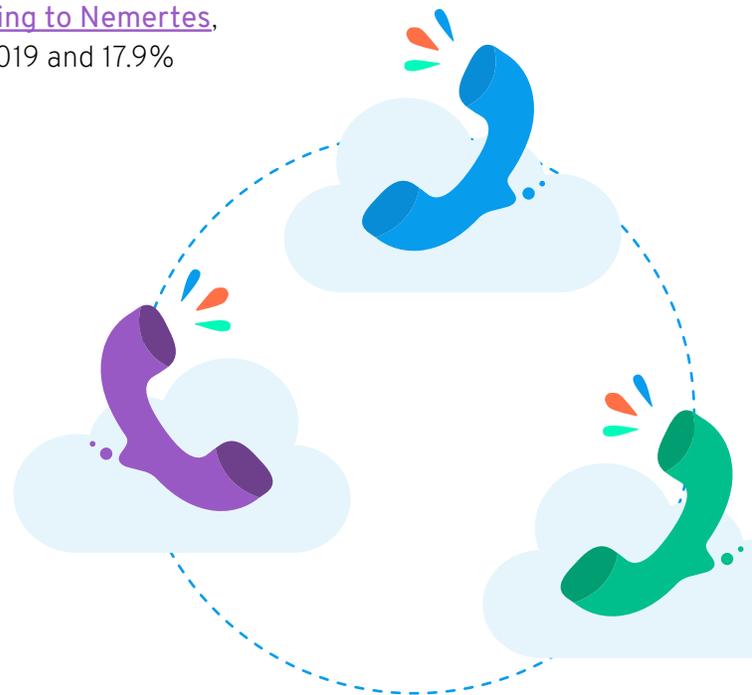
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Cavell is seeing rapid adoption of cloud comms across Europe and North America as enterprises embrace the move to the cloud. We're expecting over 35m cloud comms users by 2025 in Europe, more than tripling in size from the total user base in 2019.

cavell ▽

Dominic Black

Head of Research, Cavell Group



The reason for this huge increase in value? The natural progression of tech-driven businesses. Organizations are now leveraging services like virtual phone numbers and messaging services to optimize their access to Unified Communications-as-a-Service (UCaaS) and Communications Platform-as-a-Service (CPaaS), reducing costs and improving operational efficiencies.

A large number of organizations are already deploying at least part of their UC solution in the cloud, and this growth isn't plateauing anytime soon, due to the substantial benefits of leveraging cloud communications, including:

- Establishing local voice and messaging presence in remote markets to improve customer experience (CX) and engagement, and reduce inbound and outbound calling costs.
- Adding the ability for omni-channel communications across organizations for better productivity and higher-quality CX
- Replacing legacy PSTN access services with flexible SIP trunks to reduce cost and improve scale and resiliency, while staying ahead of national ISDN decommissioning projects, which are now being undertaken around in major markets around the world.



Cloud communication services, including UCaaS and CCaaS, continue to grow as the adoption of these services picks up momentum. For most companies, it's not a question of whether or not they'll move to the cloud, but when. While sales of premises-based solutions will continue to decline as cloud services pick up speed, the barriers to cloud adoption are shrinking.



Blair Pleasant

President & Principal Analyst, COMMfusion LLC



But despite the huge benefits cloud communications provides for organizations and their wider business infrastructure (programmable, customizable, APIs etc...), a lot of businesses still haven't made the jump, with less than half of businesses using a cloud platform for their communications.



CPaaS will influence the roadmap for business communications and collaboration technologies, with organizations shifting their focus from one-size-fits-all to flexible solutions with programmable capabilities that enable them to customize how they interact with their customers and employees. This represents an important opportunity that will continue to grow as enterprise adoption of programmable communications takes off in 2020. According to 451 Research's CPaaS Market Monitor projects, this segment will grow at a 33% CAGR in the next five years.



Raul Castanon-Martinez

Senior Analyst, 451 Research



Obviously, the benefits of cloud comms have hit each industry differently with some areas ahead of others in terms of adoption. For example, banking and finance companies have tended to avoid the use of cloud-based services because of security worries, however, the increased competition brought on by cloud-native disruptors in the banking arena has established the financial services sector as one of the biggest for cloud communications adoption, with [60% of financial services companies surveyed reporting](#) that implementing cloud technology will be a business priority from next year.



One of the biggest changes in 2020 will be the types of organization adopting cloud communication services. Financial services firms, healthcare organizations, and other regulated businesses that have previously shied away from cloud communication services due to privacy and security issues are increasingly moving to the cloud. As vendors and cloud providers continue to improve the security of their services, while meeting various compliance and regulatory requirements, they are overcoming the primary barriers to adoption, making cloud communication services more attractive to companies of all sizes and in all verticals.



Blair Pleasant

President & Principal Analyst, COMMFusion LLC



TREND 2

The big ISDN switch off

ISDN is being deprecated around the world with incumbent carriers [already in the process of going all IP](#) - Swisscom (2017), Deutsche Telekom (2018) and Orange (2020) among them. This year it'll be the UK, with BT Openreach announcing businesses and individuals in the UK will no longer be able to purchase ISDN lines from 2020 onwards.

The pressure to move to SIP has never been stronger. In 2020, communications are expected to account for [36% of IT budgets, at a global cost of \\$3,878 billion](#). While legacy carriers switch to SIP, cloud providers have a golden opportunity to establish themselves.

What does that mean for service providers?

The impact on service providers is dependent on how they provide voice services to their customers. If they provide physical ISDN access they already knew the market was in decline. As an example, in 2008, the value of the Australian ISDN market was estimated by Telstra at [AU\\$978 million](#). By 2018 a decade later, this had fallen to [AU\\$467 million](#), and it dropped a further 20% to [AU\\$387 million](#) in 2019.

This, however, opens up huge possibilities for market growth on the cloud and IP-based side of the market as huge chunks of the marketplace switch over from the ISDN.

What does that mean for businesses?

With an estimated 2 million businesses still operating their telephone system over ISDN in the UK alone, it's fair to say this change will have a major impact on businesses worldwide. Yet it's surprising to see that

still, 25% of those businesses aren't aware of the planned 'switch-off', even though it was officially announced in 2014 (according to a study by Talk Talk). Particularly in mature markets where ISDN is already being decommissioned, businesses and consumers are already moving away from legacy services en masse. A recent UK ISDN market report by the country's national regulator Ofcom indicates a crossover point has already been reached where more businesses are now moving to alternative solutions, rather than opting for traditional ISDN. This, however, opens up huge possibilities for market growth on the cloud and IP-based side of the market as huge chunks of the marketplace switch over from the ISDN.



We expect to see a more rapid shift to the cloud in 2020. Already, 65% of our research participants are using either UCaaS or customhosted services for their UC platforms. 43.2% of those still onpremise are either evaluating or planning to move to the cloud, and 62.6% of those using custom-hosted solutions are evaluating or planning to shift to UCaaS.



Irwin Lazar

Vice President & Service Director, Nemertes



TREND 3

SD-WAN Takeover

Software-defined Wide Area Networks (SD-WAN) have enhanced user experience, increased business productivity and reduced IT costs for years. Its ability to leverage any combination of transport services – including Multiprotocol Label Switching (MPLS), Long-Term Evolution (LTE) and broadband internet services – has unlocked some of the biggest applications in the industry (T1/E1, ATM, Frame Relay, and DSL to name a few).

But in 2020, it's expected to be everywhere, with most businesses utilizing it in some form or another. In the next five years, the market will grow to be worth an estimated \$17 billion.

It's difficult to see what kind of impact SD-WAN will have next year, but it's looking like it's moving faster than almost anything else in the technology space. It's helping deploy commoditized infrastructure that isn't just cheaper and easier to implement but connects hardware and applications that perform better than in on-prem, cloud, and hybrid environments.

The most interesting aspect of SD-WAN and its uptake, however, is the digital transformation capabilities it brings to companies that are bridled with legacy systems and want to catch up quickly with minimal investment.

Improved support for comms software

With organizations relying on multiple software suppliers to provide their communications (and of course many other specialized areas of their technology) it can be a challenge for IT managers to assure security and quality of service when each SaaS provider has its own unique set of security mechanisms, APIs and management tools. Especially since there has been an increased use of 'shadow IT' in the past few years.

But by using SD-WAN, platforms can recognize traffic via their IP address and traffic type to-and-from the leading SaaS providers. This allows IT to set specific policy, security, and compliance criteria within the SD-WAN management portal for each SaaS service. Something that will no doubt become a valuable asset to SD-WAN domination in the communications market.



Along the lines of Shadow IT, individuals and lines of business have many cloud-based options for communications applications they can access independent of IT. This may solve their immediate need, but IT is often the last to know, and these are often consumer-grade applications that really don't serve the business very well.

For 2020, we'd like to see more extensive deployments of UCaaS platforms that filter down to all levels of the enterprise and provide better options than what happens with Shadow IT. For UCaaS adoption to be successful, IT needs a more consistent experience where everyone is using the same applications in the same way.



Jon Arnold
Principal, J Arnold & Associates



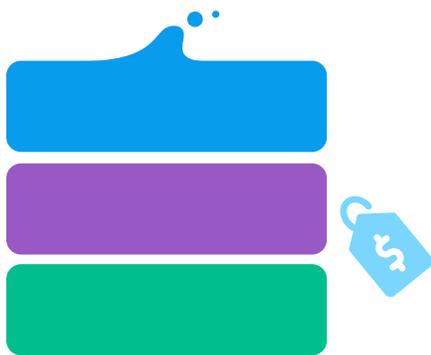
TREND 4

Modularization of the communications stack

BYOC, modularization, Bring Your Own X, whatever you call it, separating services into their component parts isn't just a trend in the cloud comms sector, but an underlying approach that has transformed IT in recent years. For communications specifically, this modularization most often goes by the name of Bring Your Own Carrier and brings benefits both to businesses and providers.

The traditional cloud comms model

It used to be that if you wanted to set up cloud communications with the smallest possible deployment time, you'd go for an all-in-one solution like a CPaaS or UCaaS platform where you get your call logic and telephony infrastructure bundled alongside your platform of choice. This is the reason why these industries have enjoyed such explosive growth in recent years, with the [CPaaS market projected to increase in value from \\$2 billion in 2017](#) to \$10.9 billion in 2022. That's a compound annual growth rate of nearly 40%.



The Bundled Product

- Everything from one supplier
- Minimal flexibility
- Contracted for services you don't need or stopped needing
- No direct access to the phone numbers/network layer, meaning you pay a markup

But as the cloud communications industry has matured, businesses have come to learn that this bundled approach has certain downsides, like exponential costs, regulation issues, and quality control. This is because CPaaS and UCaaS platforms tend to aggregate coverage. This means lack control over your providers, creating issues for your telephony infrastructure because of the wildly varying quality and having compliance as an afterthought rather than a necessity.

The modularised model

A separation of platforms and underlying telephony gives businesses the best of both worlds and it requires sourcing communications as a service, from a provider that can integrate with any off-the-shelf or proprietary cloud platform.



Application/UI

The application/UI Layer

From customer-facing platforms to the tools that support your contact center, applications can take many forms



Logic

The logic layer

Everything that controls your call flow, from your PBX to CPaaS software.



Network

The network layer

Phone numbers and their network. This is where Bandwidth, or any carrier, fits in.

With the modularised model, businesses can retain all the features and benefits of the platform they know and love, but use a provider of their choice at the telephony layer too. In effect, mixing and matching to:

- Maintain control of their call routing
- Get greater assurances over quality
- Use their existing phone numbers and carriers
- Use one global provider or multiple players as they see fit

This reflects the hybrid approach many enterprises are choosing to take with the cloud. With the most mission-critical applications remaining premises-based, and applications that are less sensitive or complex moving to the cloud, allowing them to be easily distributed across the organization, at a lower cost to IT.

Benefits for platforms

Enabling BYOC on your platform can help you instantly deploy your service to new markets via an integrated SIP trunk provider. So instead of worrying about finding a provider in each country and dealing with all the regulatory steps to register as a cloud comms provider, you can offload all that to the SIP trunking provider who will work directly with your customers.



We're moving beyond simply cloud voice, the modern UCaaS stack has to accommodate all experiences. Users, teams, customers and ultimately the business needs to feel comfortable that their suppliers have a rich portfolio of applications and services, that will not only meets their needs of today but also tomorrow's.

In 2019, according to Synergy Research, Team apps, CPaaS and VaaS experienced the greatest market growth. What does this tell us? Employees want to work remotely, applications need to be video-enabled and they have to offer rich APIs to enable seamless integration between systems and processes. We live and work in a connected world, why expect any less from vendors and service providers?



Rob Scott

Publisher, Unified Comms



TREND 5

Collaboration software innovation

Collaboration software has become a major component of the communications market. Not without help from increased levels of remote working and businesses evolving to ensure everyone is connected wherever they are.

According to a new report by Grand View Research, the global team collaboration software market is poised to reach USD\$16.60 billion by 2025, rising at a CAGR of 9.5% during the forecast period. The surging demand for communication and conferencing

solutions among enterprises is likely to drive the market alongside increased remote working.

Office comms - Teams VS Slack

Remote work has grown 91% over the last 10 years, and 159% over the last 12. On top of that, nearly half of Americans worked with a remote employee in 2018.

So what does this mean for the office comms market? Well, it means the market is becoming a battleground for swift enterprises and giant corporates. Namely, Microsoft Teams and Slack.

Slack is incredibly popular digital companies, start-ups and the rest of the cool kids. But since their successful IPO in 2019 and the 11-figure valuation they attained, they've increasingly found themselves in the sights of Microsoft.

And the battle for first place won't necessarily be an easy one. But, unfortunately for Slack, there isn't much it does that Teams can't do

right now or won't deploy soon. It touts its many integrations but lacks the security bona fides that the Microsoft cloud brings to the table, including folding skype into Teams' applications. That makes 2020 the deciding year for the struggle to become a market leader here.

Mature market? Think again.

Zoom VS Microsoft

Many think of conferencing and collaboration as a mature market where little innovation takes place. But time and again we see that this is just not the case and that it is still dramatically evolving – with players such as Zoom, and even Microsoft able to gain massive market share and disrupting established players.

This is undoubtedly going to be a struggle in 2020 considering Zoom's efforts to take market share in the video conferencing market which is expected to grow at a 14% annual rate to \$20 billion by 2024, according to [Global Market Insights](#). And their attempts at breaking into the UCaaS market with [Zoom Phone](#).

More recently, Gartner placed Cisco, Zoom, Microsoft and LogMeIn in the Leader quadrant of the 2019 Meeting Solutions Magic Quadrant.

In 2018 Zoom showed to have a “triple-digit YoY user and revenue growth, and 110% growth in employee headcount,” according to [Frost & Sullivan research](#). What's more, Gartner notes that Zoom's rich selection of features and expanding partner community makes it an excellent choice for organizations from all environments.

Also according to Gartner, Microsoft's range of deployment options also make it an obvious and flexible choice for today's organizations. And like Zoom, there's a freemium version of Microsoft Teams to help get businesses started.

Driving UCaaS solutions

One of our main predictions for collaboration software innovation is how it will drive UCaaS solutions which offer better interoperability and integrations with other software platforms.

UCaaS platforms with open APIs and connectors can quickly accommodate innovative collaboration technologies as they emerge while ensuring seamless integration with other essential enterprise applications.



User trends are ‘anywhere working’, OTT, integrated, single pane, highly available and team orientated. Teams is predicted to become the standard UI for business communications by 2025. It’s an interesting and exciting vendor landscape out there right now, we have video vendors moving into cloud calling and the other way around. There’s a collaboration battleground out there and winners aren’t necessarily going to be who you think. The market is ripe for disruption by smaller, more agile companies, so long as they have the appropriate investment to scale up fast.



Rob Scott

Publisher, Unified Comms



TREND 6

Integration of the “Internet of Things”

Gartner reports that there are 14.2 billion connected “things” in use in 2019 and anticipates that there will be 25 billion connected things by 2025. This level of integration opens up huge benefits for the cloud comms space and how it interacts with other areas of tech.

In its June 2018 mobility report, Ericsson estimated that cellular IoT growth will lead to a total of 3.5 billion connections by 2023 with an annual anticipated growth rate of 30%. This is nearly double their previous estimates – part of which is due to the anticipated release of 5G (which we’ll get into later).

The IoT allows companies to have better access to data on their day-to-day operations, and make informed decisions about the future. As an example of the kind of impact we can expect, around half of the companies surveyed in a Forbes Insights survey said that they’re using IoT specifically to improve their customer experience initiatives.

With real-time IoT data, companies can quickly respond to problems as they arise. For example, some airports are employing IoT sensors—particularly cameras—to provide better customer experiences for passengers waiting or passing through their facilities. Broken escalators, security line backups, dirty washrooms and bottlenecks within corridors can be analyzed, and problems or inconveniences addressed. Airports can respond by sending out maintenance teams or opening gates, depending on when flights arrive and how much foot traffic there is.

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One of my favorite topics is listening to how vendors and service providers are mashing up the latest tech to create highly innovative and often game-changing solutions for industries. IoT presents system integrators with a huge

opportunity to differentiate their solutions and to create a niche, which I see as the best strategy for long term success in today's competitive marketplace.



Rob Scott

Publisher, Unified Comms

Where do communications come in?

The IoT provides companies with more granular data into how their clients or customers make purchases and interact with their services or products. This level of data just didn't exist before and can be collected from nearly any imaginable customer touchpoint, providing highly valuable insight into the quality of service enjoyed by end-users.

For IoT to truly shine in the modern environment, it needs to be connected with the right processes and tools. The teams that make the most out of their IoT environment will be those who go beyond connected things, into the realm of the Internet of “Everything”, where people, processes, and data are connected too. This means combining IoT solutions with everything from team collaboration tools to communications technology.

Interoperability and the rise of custom integrations

Many team collaboration tools are beginning to support integrations with third-party service and community-built tools. This allows employees to access a wider range of features through connections to other pieces of software. Popular integrations include links to systems like Google Drive, Trello, Dropbox, Zapier, and IFTTT.

With one of the IFTTT pairings, you can tell your coffee machine to start making a cup once your FitBit wristband registers you as awake. Or, you can tell Alexa to boil the kettle. You can even record your washer and dryer history in a Google Sheet. With things like IFTTT integrations are becoming more streamlined and easier to process, 2020 looks to be a big year for the Internet of Things.

TREND 7

Artificial intelligence uptake

By 2022, it is estimated the AI market will [cross \\$3.9 trillion in value](#). There's a lot of discussion around how, with the increased use of cloud communication, AI can expand its scope even further into new territories.



We expect to see AI become more pervasive in collaboration platforms, but it will largely drive feature enhancements rather than be sold as stand-alone apps. Personally, I expect to see more purchase of AI start-ups by UC vendors who will seek to own AI going forward.

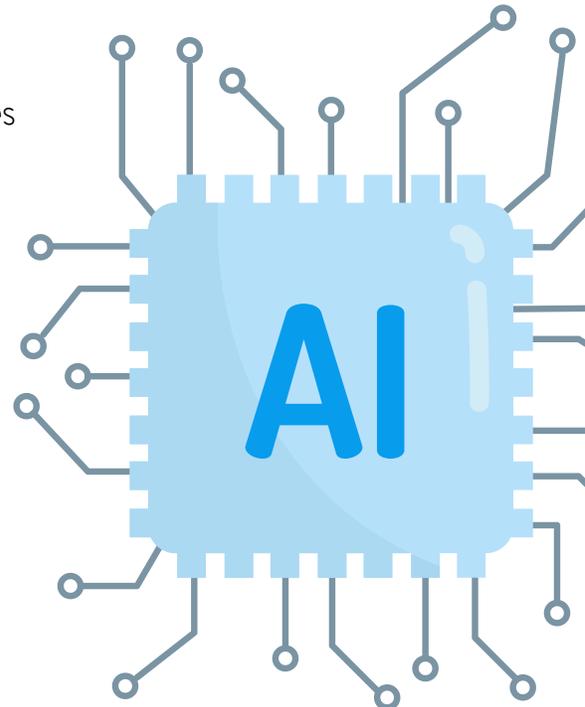


Irwin Lazar

Vice President & Service Director, Nemertes

Personal assistants like Apple's Siri, Amazon's Alexa, and Microsoft's Cortana have already benefited from the information and data that voice technology provides and vice versa, including:

- Providing further understanding of which channels a user prefers (e.g. chatbots)
- Streamlining brand experiences by eliminating human interactions and hence, errors.
- Get greater assurances over quality



- Consumers now get quick, correct and precise answers to their queries, 24*7, without the business having to hire hundreds of people at a contact center.

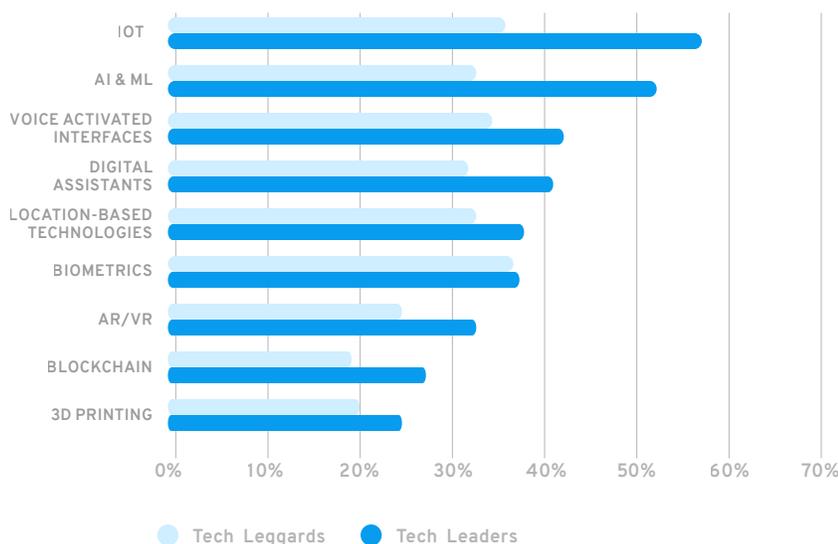


According to 451 Research’s Q2 2019 VoTE Digital Transformation survey, voice interfaces and intelligent assistants are among the top disruptive technologies that organizations plan to adopt within the next 24 months (Figure 1). Market adoption is influenced by the growing availability of speech-enabled devices and applications in the workplace.

Intelligent assistants like Alexa for Business, Google Assistant and Microsoft Cortana are increasingly available on many devices - including laptops and smartphones, deskphones, meeting room equipment and unified communications headsets. Vendors are also expanding their use in business applications; for example, Microsoft recently unveiled new Cortana features for Outlook mobile, and Google Cloud announced Google Assistant capabilities in G Suite.



Raul Castanon-Martinez
Senior Analyst, 451 Research



Source: 451 Research, Voice of the Enterprise: Customer Experience & Commerce: Digital Transformation, Q2 2019



These capabilities have been a source of differentiation for technology leaders but are becoming commodified and increasingly available to other vendors, raising the profiles of traditional tools like unified communications which will reposition as enabling components for the digital employee experience.

In addition to intelligent assistants and voice user interfaces, other areas where the use of AI and ML in communications and collaboration workflows is already evident include contextual intelligence to enhance the digital employee experience.



Raul Castanon-Martinez

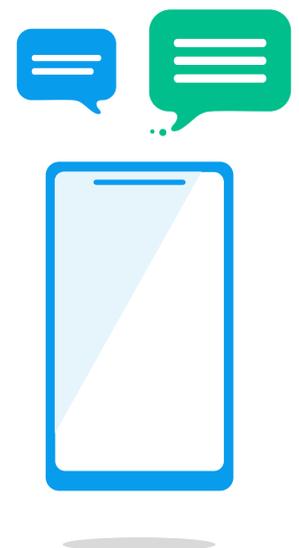
Senior Analyst, 451 Research



Large businesses already spend a lot of time figuring out how to optimize their customer communications. Everything offering chatbots for simple queries to how long the phone should ring for and how many agents are required in a contact center during seasonal peaks and troughs in demand – all to make sure as many customers as possible can be answered in the most efficient manner possible.

As an example of how AI is changing this, NICE has developed A.I. call center technology, called Predictive Behavioral Routing, which analyzes the speech patterns of callers and matches them up with people in the call center that have ‘compatible’ personality types. According to the company, matching a person with a ‘compatible personality’ will “result in a successful call that lasts just half the time”, compared to a person with a conflicting personality type.

Right now though, we either rely on human analysis and decision making or solutions that allow an almost infinite set of custom definable variables and conditions to inform the routing of a voice call. But we are yet to see the “leap” for a contact center provider to say “We now offer this AI module that will intelligently decide where to route these calls”.





We're seeing huge investments into AI, especially in the CCaaS space as enterprises want to improve customer experience by using chatbots and other tools to automate simple actions and handoff interactions to live agents when necessary. Having higher skilled agents who can take over with AI performing simple tasks drives better efficiency and customer experience for all involved.



Dominic Black

Head of Research, Cavell Group



TREND 8

Serverless computing

Serverless computing, also known as ‘serverless architecture’ or FaaS (Function as a Service), is a way of designing and building software that allows users to write and deploy code without having to worry about the underlying infrastructure that usually comes with producing software.

What usually happens when you launch an application is that you reserve and pay for a fixed amount of bandwidth or servers. And while serverless still runs on servers, when you get your backend services from a ‘serverless’ vendor you don’t have to pay for a fixed amount as your capacity is scaled according to your usage by the vendor.

This means that all the physical hardware, virtual machine OS, and server management are taken care of by third parties like Amazon Web Services (AWS). All you need to think about is your code.

In the realm of cloud communications, it looks like there’s a decent amount of benefits with this ‘new’ model, including:

→ **Simplified scalability**

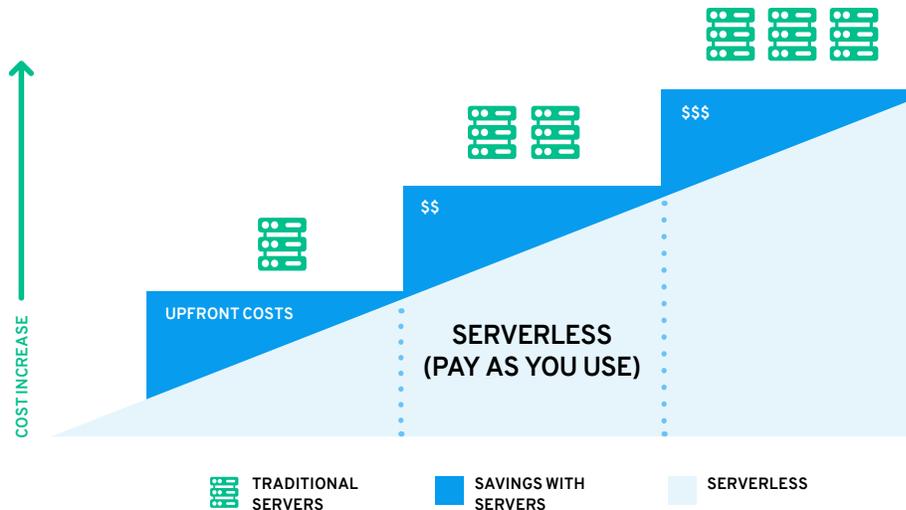
Developers using serverless architecture don’t have to worry about policies to scale up their code. The serverless vendor will handle all of the capacity scaling you might need when you need it.

→ **Simplified backend code**

With FaaS, developers can create simple functions that independently perform a single purpose, like making an API call.

→ Lower costs

Serverless computing is generally very cost-effective, as traditional cloud providers of backend services (server allocation) often result in the user paying for unused space or idle CPU time.



→ Quicker Turnaround

Serverless architecture can significantly cut time to market. Instead of needing a complicated deploy process to roll out bug fixes and new features, developers can add and modify code on a piecemeal basis.

Serverless computing, potentially, is a big development for the cloud sector as a whole, with one small problem. Not everyone is going to be ready for it. Going serverless requires an overhaul of traditional development and production paradigm. In effect, it's outsourcing entire pieces of infrastructure. In fact, it's everything apart from the app itself.

This will mean that when it comes to serverless computing there's not going to be an overnight switch over, but more of a natural uptake as usage increases over time. While existing solutions usually lock customers into a specific cloud provider, the arrival of open source solutions in this space will accelerate and broaden the portfolio of implementations of serverless computing across the industry.

TREND 9

Launch of mainstream 5G

5G (Fifth generation) wireless is the next major mobile technology standard, based on the IEEE 802.11ac wireless networking standard, and will succeed current 4G/LTE technology.

5G is expected to hit the market by the end of 2020. By 2021, there will be anywhere from 20 million to 200 million [active 5G connections in the wild](#). Spending on 5G mobile infrastructure is expected to cost \$130 to \$150 billion in global fiber optic cabling alone over the next 5 to 7 years.

What can we expect from 5G?

With fiber-level speeds on the go, it is possible to move much more data and provide low latency – meaning greater responsiveness.

Under current periods of high usage, 4G networks don't have the architecture in place to prioritize packets and as the network becomes bogged down, latencies increase, and this reduces your ability to interact with the network. And when this happens during a voice or video call, you get stuttering, call drop-offs and skipping.

5G technology will solve the network latency problem through efficient packet prioritization and its ability to provide a suitable environment for these technologies to flourish. What everyone is hoping for is 5G creating a foundation for widespread VoIP adoption, smart cities, IoT integration, autonomous vehicles, and upgraded smart device capabilities.

The business case

A recent report from PSB Research, which surveyed over 3,500 people including business decision leaders, analysts, and tech enthusiasts, found that as a result of 5G:

91%

.....
expect new products and services that have yet to be invented

87%

.....
expect new industries to emerge

82%

.....
expect small business growth and more global competition

85%

.....
expect it to make companies more globally competitive

89%

.....
expect increased productivity

So, the future of cloud comms seems to be in 5G’s hands, from business to healthcare we’re going to see it become more efficient after the roll-out.

As an example, unified communications services used by businesses will gain from 5G’s improved speed and service reliability.

Not only that, but a fair amount of mobile apps are also cloud-dependent given 5G’s low latency capabilities we should start to see some changes in how developers take advantage of it.

This means faster, smoother transfers and more that are lacking in today’s 4G connectivity. Such lacking performances cause applications to be deliberately light, or have reduced potential, from their development stages. With 5G’s improvement on cloud availability, applications are expected to see their full potential, without any innovative idea being left behind.



Ambient communication and collaboration is something I see as being enabled by 5G. I love the idea that in the future I won’t have to think about how fast or reliable my connectivity is. Moreover, it will be available from wherever I am, on whatever device without question. With the advent of VR and AR in the workplace, I see 5G playing a vital role in powering these technologies in the new decade.



Rob Scott
Publisher, Unified Comms

About Bandwidth

Bandwidth (NASDAQ: BAND) is a global communications software company that helps enterprises connect people around the world with cloud-ready voice, messaging, and emergency services. Backed by the largest directly-connected network on the planet, companies like Cisco, Google, Microsoft, RingCentral, Uber and Zoom use Bandwidth's APIs to easily embed communications into software and applications. Bandwidth has more than 20 years in the technology space and is the first and only Communications Platform-as-a-Service (CPaaS) provider offering a robust selection of APIs built around our own global network. Our award-winning support teams help businesses around the world solve complex communications challenges every day. More information is available at www.bandwidth.com.