

# Web

## conferencing set to expand



There is likely to be an expansion in the web conferencing software and services markets this year as businesses recognise the technology's potential.

A new report by Frost & Sullivan predicts that the technology, which allows businesses of all sizes to conduct face-to-face meetings over the internet and thereby reduce travel expenses, will be increasingly in demand over the coming months, with a worldwide average growth rate of 22 per cent expected.

It also claims that combining various communication technologies to make businesses processes more efficient

“seems to be the key value proposition that the vendors are taking to the market”,

CXOtoday.com reports.

“Integration of video, audio and web conferencing to be sold as one entity would have a greater demand. Instant messaging and web conferencing solutions sold as a bundled package will see greater push from vendors,” the authors predict.