



PRESS RELEASE

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Comcast Business Named a Leader in Unified Communications as a Service for SMBs in IDC MarketScape

Report highlights Comcast Business as a “one-stop shop” for small businesses’ communications and collaboration needs

PHILADELPHIA – April 28, 2021 — [Comcast Business](#) today announced it has been recognized as a UCaaS (unified communications as a service) leader in the “IDC MarketScape: Worldwide UCaaS Service Providers for SMB 2021 Vendor Assessment” (doc # US47452421, February 2021) report.

The report notes, “SMBs have faced enormous pressures as a result of the COVID-19 pandemic, resulting in heightened needs for solutions that drive productivity and collaboration among employees who work outside of the traditional four walls of the office. UCaaS solutions can be a welcome respite for SMBs as they look to maintain business continuity and cost-effective operations. It helps if the solution is easy to use and does not burden overstretched management and technical support personnel in an SMB.”

[Comcast Business VoiceEdge](#), the company’s flagship UCaaS service, eliminates the need for small businesses to invest in expensive on-site PBX equipment while offering a full suite of unified communications (UC) features supported by the largest private VoIP network in the country. The cloud-based, hosted voice and UC solution offers a manageable monthly cost and high service quality, allowing SMBs to support communications and enhance productivity, whether employees are working in or away from the office.

“The COVID-19 pandemic has dramatically changed the way companies of all sizes do business. These events have challenged these same organizations to look for scalable and flexible unified communications solutions to enable remote work and remote delivery of services in an increasingly virtual world, while making doing business easier and more cost effective,” said Denise Lund, Research Director, Telecom and Unified Communications for IDC. “The Comcast Business solution was included in both IDC MarketScape reports. It’s recognized for its ability to meet this growing need, integrating voice, video, messaging, and meeting services across a flexible cloud-based solution, and enabling businesses, large and small, to provide their employees with the tools they need now - and in the future - to communicate easily, share information, and meet with colleagues, customers, and partners, from anywhere in the world.”

The IDC MarketScape describes Comcast Business’ strengths: “Comcast has a long history of delivering network services to small businesses, so understands their unique needs as a market segment. By adding VoiceEdge Select to the Comcast UCaaS portfolio in 2018, Comcast established itself as a one-stop shop for SMB communications and collaboration needs.”

“As the ways people communicate and work continue to evolve, so do the needs of small businesses,” said Jeanette Romero, Vice President, Product Management, Comcast Business. “Comcast Business

VoiceEdge helps small businesses stay connected to their customers and employees, no matter where they are. The IDC MarketScape's recognition of Comcast Business is a testament to our commitment to helping small businesses become more agile, connected, and ready for what's next."

To learn more about Comcast Business VoiceEdge, visit <https://business.comcast.com/enterprise/voice/voiceedge>. To learn more about Comcast Business Unified Communications solutions visit: <https://business.comcast.com/enterprise/products-services/unified-communications>

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About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

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