

20 UCaaS Providers You Should Know in 2024

No provider can touch Microsoft's dominance in UCaaS, analysts tell Channel Futures for our latest CF20 list. Avaya, RingCentral and 8x8 also made the list. See who else did.

The best [UCaaS](#) providers are seeing strong demand due to the shift to cloud-based communications and a trend toward integrated productivity and collaboration suites.

UCaaS remains a highly competitive market with little room for newcomers. And the best UCaaS providers are continuously adding new capabilities to keep up with competitors.

Analysts Jon Arnold of [J Arnold & Associates](#), Brent Kelly of [Omdia](#) and Raul Castanon of [S&P Global Market Intelligence](#) provided their thoughts on the technology and the industry. Here, in alphabetical order, are our picks for the 20 best UCaaS providers that are making the most of the competitive landscape and charting success. The list offers a mix of well-known providers as well as lesser-known companies that are making big strides in UCaaS.



Arnold, Kelly and Castanon said [8x8](#) is among the best UCaaS providers. In February 2024, 8x8 announced the availability of 8x8 Engage, an AI-powered, tailored solution that enables cross-organization customer engagement for enhanced customer experiences. 8x8 Engage bridges an organization's CX journey gaps and empowers this user base with the tools and capabilities for delivering consistent, successful outcomes.

[Alianza](#) remains a strong UCaaS contender with its partner-centered strategy, Castanon said. Arnold and Kelly also cite Alianza as a top contender. In November 2023, Alianza announced it raised \$61 million in new growth equity and debt financing. The latest round reflects a 70% increase in valuation for the company since March 2021.



Arnold and Kelly said [Avaya](#) remains among top UCaaS providers. In May 2023, Avaya [emerged](#) from Chapter 11 bankruptcy with approximately \$650 million in liquidity. And in March 2024, Zoom and Avaya announced a strategic partnership designed to deliver enhanced collaboration experiences to global enterprises.

Arnold and Kelly said [AWS](#) belongs among the best UCaaS providers. In February 2024, AWS launched a partnership with RingCentral to offer new employee and customer communications tools to its client roster.

"I would keep AWS on the list just because it's a head-scratcher," Arnold said. "Every analyst will tell you the same thing: They never show their hand. If and when they feel they need to be in this market, we'll know about it."



Arnold counts [BCM One](#) among noteworthy UCaaS providers.

"BCM One is a company that has done a lot of acquisitions," he said. "They've rolled up a lot of smaller players. CoreDial was one of them that they bought a couple of years ago. We've featured them earlier ... and I'm sure they're still very much in the game."

Cisco Webex provides a portfolio containing CPaaS, CCaaS and UCaaS, with significant R&D investments in AI, Castanon said. And Arnold and Kelly include [Cisco](#) among the best UCaaS providers.

"With respect to new entrants, this is a crowded market with a lot of big and small competitors," Kelly said. "A new entrant would likely have difficulty succeeding unless it had some compelling price point or some patented new functionality that proved necessary that others couldn't readily copy. Now, there may be room for new entrants if they focus on creating a super solution in a specific vertical."



[Dialpad](#) has evolved with a cloud-native platform architecture and proprietary AI technology, Castanon said. Kelly rates Dialpad among the best UCaaS providers.

"Dialpad is still very much in the game," Arnold said.

In March 2024, Dialpad announced the general release of Ai Recaps and a three-year extension of the exclusive partnership between the two companies. Ai Recaps leverages over 6 billion minutes of Dialpad's proprietary conversational data to provide precise, customized insights.

[Evolve IP](#) is one to watch in UCaaS, Arnold said.

"Clearly video meetings with screen sharing and messaging are parts of all of these solutions," Kelly said. "Many support shared team workspaces as part of their messaging platforms, where teams can meet together, message the group, share files, etc. Many UCaaS platforms will allow you to add telephony to their solution, unifying the platform so that you have phone, meetings and messaging all from the same interface."



[Google](#) has an advantage in UCaaS given its comprehensive collaboration and productivity portfolio, and extensive investment in R&D, Castanon said. And Kelly cited it as a leader.

"I had a really good briefing with the Google folks at Enterprise Connect; I was really impressed," Arnold said. "I really liked how they integrate everything, how they make everything work, and I had no idea their user base was so big. Google certainly has the means because of their size if they really want to push hard in this market and be disruptive."

Arnold and Kelly said [GoTo](#) is among noteworthy UCaaS providers. In March 2024, GoTo unveiled significant enhancements to its solutions with the introduction of AI innovations and more than 60 new offerings, capabilities and features throughout its portfolio.

"There are these companies that were initially meeting platforms," Arnold said. "Now they've expanded and they're going to be collaboration platforms. GoTo would be a good example of that."



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INTERMEDIA®
CLOUD COMMUNICATIONS

[Intermedia](#) is also a strong contender with a partner-centered strategy, which includes an exclusive partnership with NEC, with an extensive reach globally, Castanon said. Kelly also said Intermedia is a UCaaS leader.

“Intermedia is doing a really good job,” Arnold said. “I like that they are partner-first. Not only do they provide partners a great white-label platform, but they round it out with deep enablement capabilities and solid partner support. Given the success they’re having, I think they belong there.”

Castanon, Arnold and Kelly cite [Microsoft](#) as a behemoth in the field of best UCaaS providers.

“Teams was free during the pandemic, and that’s what married Office 365 and Teams into a total solution,” said Arnold. “Now that they’ve won the game ... they’re [charging](#) for AI and everybody else is not charging. So what are you going to do? Are you going to move away from Microsoft to start paying for Cisco or RingCentral or Avaya and then getting the AI for free? Or are you going to just suck it up and start paying Microsoft and getting even more tightly connected to them? So, I don’t know how it’s going to play out. I just find it interesting that they completely flipped the script.”



Microsoft



Arnold and Kelly cite [Mitel](#) as belonging on the list of best UCaaS providers. In October 2023, Mitel [completed its acquisition](#) of Unify, the UCC services businesses of the Atos group. Mitel said the move created a “global powerhouse in UC.” The transaction cements the combined company with a No. 2 position in global market share for enterprise UC and increased regional leadership with a No. 1 position in EMEA and more than 10 individual countries.

Castanon and Kelly said [Nextiva](#) certainly should be on this list of best UCaaS providers. “They’ve been around a long time and their roots are very much in the telephony/VoIP space,” Arnold said. “So, by extension, they have to offer a collaboration solution. They’re in that SMB, very price-competitive market space.”



2600Hz

Ooma®

[Ooma](#) is noteworthy because it’s now a full-fledged cloud-communications provider for UCaaS, CCaaS and CPaaS, said Castanon. Arnold and Kelly cited Ooma as a top provider. In October 2023, Ooma acquired [2600Hz](#), which made the 2023 CF20 UCaaS list.

[RingCentral](#) is noteworthy among the best UCaaS providers, Arnold and Kelly said. In March 2024, RingCentral – which now bills itself as a provider of AI-driven cloud business communications, contact center, video and hybrid event solutions – unveiled what it’s calling “transformative” AI for RingEX. That’s the new name for its flagship offering, previously known as RingCentral MVP.



Arnold said [Sangoma](#) is among top UCaaS providers. “Just like 2600Hz and Ooma have joined forces, Sangoma has made some acquisitions (Star2Star, NetFortris) ... and they’ve been around a long time,” he said. “They have these capabilities, so they’re worth noting more for the small end of the market.”

In all, Sangoma has expanded through 11 acquisitions.

[Vonage](#), following its acquisition by Ericsson, is introducing numerous innovations leveraging network capabilities, making its road map of particular interest to communication service providers, Castanon said. And Arnold and Kelly said Vonage is among top providers.

In March 2024, Vonage announced the launch of generative AI for Vonage Conversational Commerce, powered by Jumper.ai. Leveraging generative AI capabilities that are integrated with its Conversational Commerce solution, Vonage is providing businesses with the tools to create real-time and personalized connections with customers across platforms.



VONAGE



[Zoho](#) is a UCaaS provider worth watching, Arnold said. Kelly also cited Zoho as a noteworthy provider.

“Zoho is more like Google in the sense that they offer platforms for everything, so it’s not just collaboration or contact center,” Arnold said. “They have workflows and spreadsheets, and project management. They’re a little bit of a Swiss Army knife. They have everything, but collaboration is definitely one of their key focus areas. They’re a bit of an under-the-radar company that people just don’t know that much about. And they’re not like a premium brand, but they do very well.”

[Zoom](#) has had “great success” with UCaaS, Arnold said. And Kelly cites Zoom as a UCaaS leader.

“They have a brand cachet in the market that if you’re even a little bit unhappy with Microsoft, Zoom is an easy plan B,” Arnold said. “There’s a lot to like about Zoom. So, I think if anyone can give Microsoft a run for their money, it’s probably them because they can keep pace with what Microsoft is doing and they don’t have the inherent weaknesses that Microsoft has with telephony or with contact center.”

