

CHANNEL MARKET GUIDE

2022

Essential Insights for
Tech Professionals

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Huge Channel Evolution

Coming in 2022

We are set to see yet another significant year for the channel ecosystem in 2022 as partners face both the changing needs of businesses and their vendor partner programmes designed to serve them.

Hybrid working has been dominating the channel mindshare this year as businesses start to look at the technology they need on a long term basis. Hybrid working is not merely enabling employees to work remotely, it is a completely integrated approach to how businesses operate in the office, at home, and everything in-between.

The new phase of Hybrid Work, or Hybrid Work 2.0, will be about personalising technology to suit the business or vertical. This could be a fantastic opportunity for partners as businesses look for sector-specific knowledge and digital transformation specialisms.

Outside of the Hybrid Work opportunity Customer Engagement has become another area that many partners are focusing on at present. Throughout the

pandemic, many SMBs realised that their customer interactions were an opportunity to differentiate themselves. Your typical SMB might only need a light-weight contact centre solution with some IVR technology, this presents a great opportunity for partners to pick up new business within their existing base. As the UCaaS and CCaaS markets continue to collide it makes sense for partners to look for single platforms which can cater for both internal collaboration and external customer interactions.

We are likely to see some pretty big shifts in how vendors compensate their partners over the next 12 months too. Microsoft recently made the decision to reward partners for the adoption of Microsoft products and services rather than for the transaction itself

through its New Commerce Experience. Although the concept may be foreign to established partners we could see several other huge vendors follow suit this year.

Given the evolution in partner programmes, business valuations are going to be top of mind again this year. Consolidation will continue as partners look to take advantage of the money available in the M&A sector. However, those partners looking to build long term value into their business for an exit at some point down the road will be thinking carefully about the nature of their customer contracts and how that translates into M&A value. This could drive some real evolution in the partner ecosystem as partners re-evaluate their risk and the vendors they currently work with in order to meet their valuation ambitions sooner.



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Channel Partner

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The definition of the “channel partner” has been evolving rapidly in recent years, particularly in the unified communication, collaboration, and CCaaS landscapes.

More than just a reseller of crucial technologies, channel partners are an essential source of knowledge, guidance and support for businesses moving through an age of digital transformation.

The channel is growing as businesses search for assistance adapting their company and technology stack to the new demands created by the pandemic. As companies shift towards new modes of work, new customer service trends, and upgraded technology strategies, the channel is becoming more crucial than ever.

The Trends Shaping Channel Partners in 2022

While channel partners, like many companies, might have faced some temporary issues during the initial stages of the pandemic, some have taken this change in business processes as an opportunity for growth. According to some studies, the pace of digital transformation has accelerated by between 5 to 7 years, and companies are turning to channel partners to help them keep up with the competition.



There's plenty of potential for those selling essential solutions like unified communications, cloud technology, and security. Some of the major trends influencing channel partners today include:

- **Evolving cloud technology:**

The cloud is the main focus of many business transformation strategies as companies struggle to ensure they can stay productive in a changing landscape. Going forward, channel partners may benefit from offering their customers a wider range of aligned cloud technologies, like UCaaS systems synchronised with collaboration tools and contact centre technologies.

- **Professional services:**

The sudden shift to new ways of working and new technologies has left a lot of companies without the expertise they need to thrive. Channel partners can help fill the gap here by offering everything from support with security to service management solutions. Engineering is an essential specialist service for channel partners to offer right now, as hiring in-house engineering staff can be too expensive for many brands.

- **APIs and low code:**

As the quest for the perfect technology stack continues and companies continue to prioritise single pane of glass experiences, there's likely to be increasing demand for channel

partners who can help brands navigate the flexible cloud environment. Knowledge of how to use APIs, SDKs, and low-code or no-code technology to create more customisable ecosystems will be extremely valuable.

Professional Services for Channel Partners Tomorrow: Looking Ahead

Channel partners are going through a period of crucial transformation right now. The way you can offer value to your clients as a channel partner is changing, and vendors are beginning to alter the solutions they offer to their partners too. For many companies, staying ahead of the competition will mean re-assessing your target audience and refining your service and product stack to suit the needs of evolving companies.

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Channel Partnerships: Key Features of a World-Class Programme



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What constitutes the ideal engagement model for today's resellers?

In our experience, aside from a market-leading communications solution to offer your customers (see below for an example in 8x8 XCaaS), the main thing channel partners value is breadth, richness and accessibility of support.

With 8x8's award-winning Open Channel Programme for instance, partners enjoy an end-to-end range of initiatives designed to boost lead generation, maximise conversion rates and enhance the overall health of their sales pipeline. These include customisable, ready-to-go marketing campaigns, account mapping and bespoke partner events. We also offer an evolving menu of training that covers sales and technical enablement as well as deployment best practice.

Support on tap

Ideally, all these services will be conveniently accessible through a specially designed portal, such as 8x8's PartnerXchange. This portal provides each partner with a dedicated online space where they can select the services they need, log opportunities, access marketing material and tools to support building pipeline, gain instant access to free of charge enablement and plenty more besides.



World-class solutions that give your clients the edge

The 8x8 eXperience Communications Platform™ (XCaaS) is the only fully integrated cloud platform for contact centre, voice, video chat and APIs.

Empower your clients with a modern communication experience that boosts employee productivity and delights their end customers, while providing valuable insight and analysis to create a smarter, more agile business.

XCaaS provides an open integration framework that connects easily with key productivity tools like Microsoft Teams and CRM systems, reducing implementation and maintenance time. Embeddable APIs, meanwhile, enable the creation of truly customised experiences.

Five things that set XCaaS apart

1. Secure company-wide collaboration tools that maximise agility and productivity.
2. A unified administration that allows you to provision, configure and manage all communications via one intuitive interface.

3. A single integration framework that easily connects with popular business apps, allowing customers to achieve new levels of productivity with minimal complexity or cost.

4. Intelligent cross-platform analytics to optimise performance across all employee and customer interaction channels.

5. Reliable, global communications from a single vendor with a financially backed 99.999% SLA for all business communications.

Adding 8x8 to your portfolio of services

As a proudly "channel-first" business, we work closely with all our partners to create a bespoke strategy that will meet your specific needs and scale and evolve as you grow. Our integrated channel programme goes beyond sales generation to encompass the development of joint business strategies.

If you're ready to grow your customer base, build new revenue streams and increase gross profits, get in touch below. We look forward to showing how 8x8 XCaaS could offer you – and your customers – a whole new competitive edge.

Learn more about the 8x8 Open Channel Programme

Trusted Tech to Transform Telephony? Now You're Talking...



Shaan Sood

Head of
International Marketing
Sangoma

sangoma.co.uk

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Expertise, simplicity, choice: in an ever-more complex world, these are the things that turn technology into tangible transformation.

For a modern business in today's always-on world, there is no more important trick.

Remote working, a mission-critical need for the seamless integration of voice, video, chat and collaboration, and ever-growing demand for rich and efficient user experience: these are the drivers at the heart of today's highly-dynamic digital communications market.

Organisations, no matter their size, no longer operate from a single, physical location and no longer serve their customers in one single way or via one single channel.

Workforces have to be much more flexible, but they also have to be able to interact with each other and those they serve in the same way they did before. Customers are intolerant



of a deterioration in service. Employers expect continued full productivity from their workforces, whether in the office or at home.

However, not every business has an IT department capable of simplifying the complex. Most are too busy serving their own customers to have time to think more strategically about the way they communicate.

All of that spells huge opportunity for the channel and Sangoma is constantly innovating to help our **reseller and MSP partners** capitalise.

Our feature-rich unified collaboration tools and solutions move organisations from the old world into the new – providing all of the communications functionality, reliability and security modern enterprises need, backed by Sangoma's global scale and pedigree. Also, we are able to deploy via the cloud, on-premise or virtually – providing customers with on-demand, scalable, feature-rich messaging, telephony and collaboration tools in the way which works for them.

That's because we understand that all businesses are different. For many, hosting their **communications technology** in the cloud is the right option. For others, on-premise telephony still suits their needs. And for some, a hybrid blend is best.

Ultimately, no matter what they choose, increased efficiency, productivity and profitability are givens – and that goes for our reseller partners as well as their end customers.

However, it's not just about the functionality. We are able to deploy on an OpEx or CapEx basis in order to maximise efficiencies, control cash flow, and boost that bottom line, and our true end-to-end capability means we provide customers with a hassle-free single vendor, single bill experience.

It's about connecting your way, communicating your way, and paying your way.

Put differently, it's about expertise, simplicity and choice.

Millions of our customers all over the world are benefitting, and it feels good to be helping them convert the challenge of an ever-evolving technological landscape into an opportunity to grow and succeed.

The UC market has already helped change the way in which the world works and it will continue to power future iterations. Sangoma is helping to map that journey...and we are delighted to be sharing the spoils.

Keeping Hybrid Happy

NEC

Orchestrating a brighter world



Jim Eagers
Marketing Manager
UK & Ireland
NEC

univergeblue.com

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Hybrid working is here to stay and good collaboration tools are now an essential. For the majority of the workforce – these new levels of flexibility have been well received.

However, the sheer volume of these new and often unconnected solutions can cause complexities for IT managers trying to discern which best fits their unified communications (UC) requirements.

Moreover – research from customer experience management software specialist, Pega, has highlighted that workers it analysed typically switch applications more than **1,100** times a day, toggling between as many as **35** different applications each shift.

So how to avoid the hybrid headache?

Choose your supplier wisely with a consolidated cloud services platform to lower your cost of ownership, raise your customer experience and keep your team happy.

Crazy Simple

When you consider all the communication and IT services we use in a working day, taking into account



not just collaboration but all telephony, chat, storage, backup, webinar and contact centre – there's a lot of disparate solutions. Each has their own associated cost, maintenance and admin resources. Not only that – integrating all these also incurs extra IT security risks along the way, especially with hybrid work forces dispersed at different locations. Crazy! With NEC's UNIVERGE BLUE you get one complete UC platform and at one monthly rate. Simple!

UCaaS? Or CCaaS? It's better to have both

Double your customer experience rates! NEC's UNIVERGE BLUE can elevate your customer experience, business communications and teamwork by merging UCaaS and CCaaS features in a 'single pane of glass'. This new unified platform experience gives every employee in your business the tools they need to collaborate and support customers faster and easier than ever before in one application.

And the stats don't lie - businesses that have unified employee and customer communications platforms have seen:

2x greater customer satisfaction rates, **14.1%** reduction in handle times, **12.7%** increased first contact resolution and **12.4%** YoY annual revenue increase!

Already use Microsoft Teams? Read on

NEC's UNIVERGE BLUE is the perfect complement to Microsoft Teams – get the best of both worlds. Boost the power of Microsoft Teams with the enterprise-grade Cloud PBX of UNIVERGE BLUE. Designed for businesses looking to integrate a reliable, comprehensive PBX into their Microsoft Teams applications. Want more advanced capabilities? Leverage UNIVERGE BLUE's enterprise-grade calling features, including auto attendant, call queues, automatic company-wide call recording, and more within the Teams applications. And all with an industry-leading **99.999%** uptime SLA.

Want to learn more?
Speak to our team of experts.

More info at univergeblue.com

Why UCaaS & CPaaS Are a Winning Combination



Patrick Sullivan

Co-Founder and Co-CEO
2600Hz

2600Hz.com

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The future of cloud communications is becoming increasingly clear, and it looks set to be driven by CPaaS, or Communications Platform as a Service. In fact, many early adopters are being proven out, with 451 Research forecasting the market to hit \$21 billion in 2025. CPaaS has solidified its position in the market because of its ability to address some of the unique challenges that service providers are currently facing.

Every year, business processes become increasingly complex, and unified communications solutions need to be able to address these growing intricacies. In addition, it has never been easier to buy and deploy third-party applications to meet that growing sophistication. The end result is a business utilizing a UC platform for their communications needs, but increasingly needing to reach outside that platform to myriad other applications to solve their pressing business concerns. If these are the issues facing the industry today, how does CPaaS solve these problems?

Enhancing UCaaS with CPaaS

Before we delve further into this question, it's important to note that CPaaS is not a replacement for UCaaS. Rather, when leveraged to enhance UCaaS solutions,



CPaaS is an integral tool for service provider success now and in the future. As a service provider, you can utilize CPaaS to integrate the CRMs, POSs, and other tools your customers use everyday with their communications solution, which will increase their productivity and improve the customer experience. CPaaS enables you to position your offering as not just a communications solution, but as an integral tool in all aspects of your customers' daily work.

Unification Through Integration

CPaaS platforms are API-driven and built from the ground up to integrate real-time communications with business applications for a customized user experience. So, as business needs grow more complex and business software continues to proliferate to address those needs, a CPaaS platform can serve as the central node in a business's network of software. What's more, because CPaaS brings communications services first and foremost, it can actually offer enhanced efficiencies as users are able to glean a great deal of insight while communicating

with their customers by easily accessing the wealth of data that is collected and housed across several platforms. And, it is through this unification and integration component that CPaaS also addresses the concerns of service providers. By integrating the apps and programs your customers are using every day, you can gain a competitive advantage and create clear differentiation by bringing a customized unified communications solution to market.

The Ultimate Hybrid Solution

KAZOO, 2600Hz's white-label cloud communications solution, brings together UCaaS, CPaaS, and CCaaS natively in one hybrid platform. KAZOO includes all of the enterprise-grade PBX features your customers need, a robust CPaaS toolkit that enables you to easily build custom integrations, and a next-gen call center. Future-proof your business by offering a customized communication solution with the unique functionality and integrations that fit the niches and industries you serve.

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Unified Communications is one of the most promising areas for any channel partner to invest in today.

As workplaces and companies continue to transform digitally, virtually every brand from any industry can benefit from synchronising their communication stack.

UC used to be a focal point only for partners targeting larger companies, but now every brand needs a way to unify its communication stack. UC channel partners can effectively position themselves as the ultimate partner for any digital transformation project with the right strategy.

The Trends Shaping UC for Channel Partners in 2022

Reports show channel partners in the UC landscape can benefit from significant growth in the post-pandemic landscape. Around 43% of partners surveyed in a 2021 study said they planned on growing their business by more than 10% in the years ahead. What's more, the unified communication market is growing at an exceptional rate, boasting a 20.5% CAGR from 2021 to 2028.



With UC vendors now offering more flexible ways for channel partners to build the perfect communication stacks for their customers, many IT and service provider companies are beginning to shift towards UC. Some of the most significant trends you're likely to see if you start exploring the UC market for channel partners today include:

- **Flexible platforms:**

UC vendors are quickly learning that delivering a truly synergised experience for communication means giving companies the power to integrate tools and services they're already using into a single-pane-of-glass environment. Increasing, we're seeing more vendors offering access to flexible, extensible platforms. Channel partners can build on these foundations to suit their customer's needs, adding extra APIs and integrations.

- **The cloud:**

The shift to the cloud has been happening for some time in the UC sector, but now it's more important than ever for channel partners to embrace the value of UCaaS. Following the pandemic, companies are investing more heavily in agile tools that can evolve rapidly to suit their needs. A more flexible cloud-based environment allows companies to access more of the communication features quickly.

- **Value-added services:**

Alongside access to UC functionality, companies are increasingly looking for valuable services from their

channel partners, including access to APIs and no-code applications and service management solutions. As the UC environment becomes more advanced, channel partners will benefit from creating more bespoke service packages for their customers.

UC for Channel Partners Tomorrow: Looking Ahead

Unified Communications is growing at an exceptional rate as companies look for ways to improve the agility of their teams. For channel partners, the landscape offers an excellent opportunity to work with brands on their digital transformation projects and help them bring more of their essential technology stack into the same platform.

There's likely to be even greater potential for channel partners who can offer an easy entryway into the cloud for their customers, with flexible UCaaS solutions.

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The 5 Pillars of Unified Communications... 3CX Style



Keith Winhall
Product Communicator
3CX

3cx.com

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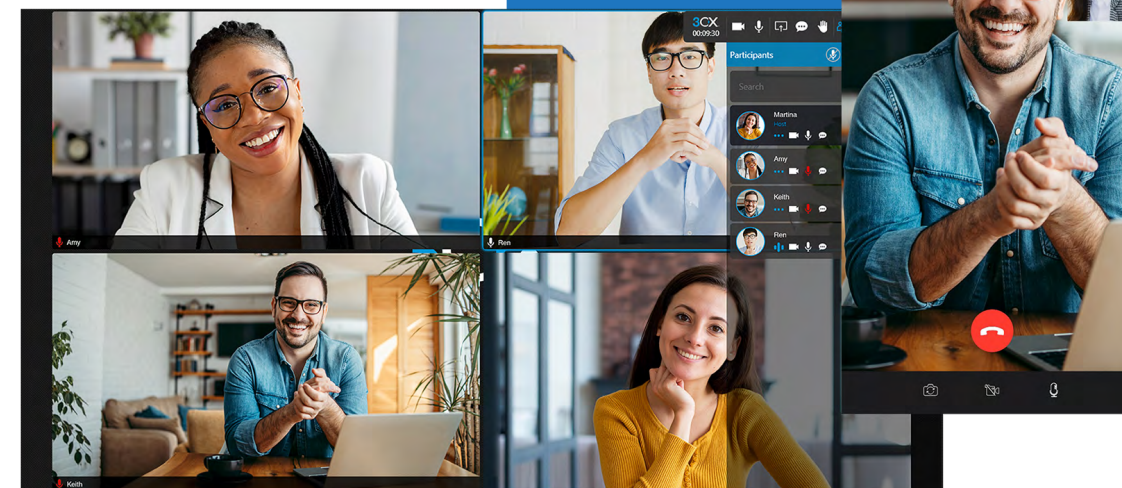
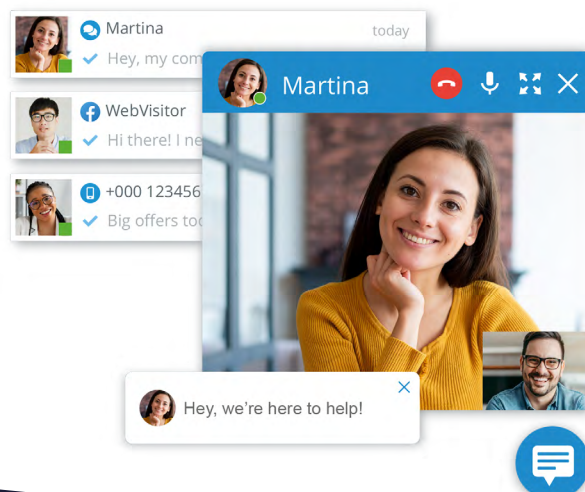
UC platforms have been developed at lightning pace, especially considering events over the last two years. It has become even more important for customers and co-workers to easily connect and communicate. 3CX is ready for any organization to build upon our five pillars of UC, boosting productivity without sacrificing scalability.

1. Flexible Calling Applications

Perhaps the most important pillar of UC is to guarantee users have access to the calling platform from a wide variety of devices. Distributed working has meant that many users have been working in some weird and wonderful locations, including the normal office, a coffee shop, or at the dining table. 3CX offers access to the PBX via free mobile clients for iOS and Android, Web Clients, Desktop applications, and traditional VoIP telephone handsets from a range of vendors.

2. Live Chat

2022 is going to be all about engaging with website visitors. A study by Forrester.com found that 53% of customers are likely to abandon their e-commerce purchases if they can't find quick answers to their questions. By integrating **3CX's free live chat** with the 3CX phone system, website visitors can chat with agents in real-time and can switch to a live call with a single click.



Giving your agents a quick and unified way to communicate with their customers is vital to business growth and customer satisfaction.

3. Video Conferencing

Video conferencing is now part of everyone's day-to-day life. However, it must be easy to use, secure, and have the right features to effectively be a good replacement for face-to-face meetings. 3CX integrates video conferencing for free, allowing up to two hundred and fifty participants to meet without the need for downloading any software. It includes features such as screen sharing, whiteboard, polls, and document sharing to ensure the message really gets across.

4. SMS & Facebook Messenger

Customers want to be able to message businesses in a variety of ways, including on social media platforms. Integrating business SMS and Facebook messenger with 3CX provides an omnichannel offering to fit any customer preference. Incoming messages can be routed directly to queues of agents so there's no relying on a single agent to respond, and no risk of messages remaining unanswered. Answer incoming messages, send out appointment reminders and use

SMS marketing to boost business and drive customer engagement.

5. Integrations

UC is all about linking platforms to create a truly "unified" communications system. 3CX offers integrations with eleven different CRM and ticketing systems, including Salesforce, Zendesk, and Microsoft Dynamics. Over the past two years, Microsoft Teams has seen tremendous growth. 3CX offers a native integration to allow end-users to make and receive calls using the familiar Teams interface. 3CX elevates the Teams phone system features to include full contact center functionality, such as queues, reports, and wallboards.

Build your business on our pillars

3CX offers limitless scalability to allow any business to grow, no matter its sector or size. Transparent pricing and easy-to-understand licensing mean that growth cost projections are easy to calculate. Being a 100% channel-focussed vendor, we have over thirty thousand partners worldwide to help you with your deployment. **Try 3CX today**, it's completely free for the first year including hosting!

Hybrid work: Meeting Business and Employee Needs



Toni Galo
Cloud Marketing Manager
Alcatel-Lucent Enterprise

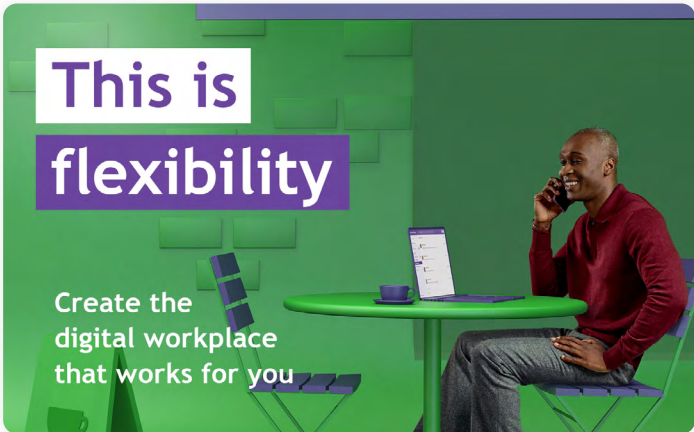
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The way we work has changed significantly

From being at the office every day to being secluded at the home office – how we work has been completely disrupted. What we do, and how we do it, are key to our professional fulfilment, and while the shift initially took a toll on the business, it has had an even bigger impact on employees. Motivating your workforce without impacting the business, while addressing evolving customer and employee expectations is essential. However, businesses need to adopt the model that works best for them. It might be a full or partial return to the office, fully remote, or a hybrid model, which is a combination of in-office and remote work. While we are seeing an increase in the adoption of the hybrid work model there can be challenges. Following are some things to consider:

- **Equip your staff with the right tools:** Alcatel-Lucent Enterprise, together with their Business Partners, can help audit, and adapt existing communications systems, applications, and devices, to equip employees with the right solution to support their job, freeing businesses up to focus on strategic, financial, and operational aspects of transformation and business growth.
- **Keep your staff connected:** Communications are vital to maintaining efficiency and team spirit while staying in lockstep with the organisation. Voice communications,



live group chat, audio, and video calls, and meetings help team members gather more efficiently than asynchronous communications such as emails.

ALE connected communications ensure:

- Call continuity across the organisation with an instant connection, a consistent contacts directory, and escalation to conference – on any device – to bolster first call resolution.
- Easy-to-use communications with human interaction including high-quality voice, group chat with “@” mentions, GIFs, voice messages, and escalation to video.
- Screen sharing, remote desktop control, and large file sharing.
- Secure access for external contacts.

Security is key

Cybersecurity and access control are essential. You must consider how to: access resources from different devices and locations; protect organisation, employee, and customer data; and, ensure the solution is compliant. At ALE we tailor security, compliance, and privacy to your industry with: HIPAA compliance, GDPR, PCI, HDS, ENS, AgID, among others.

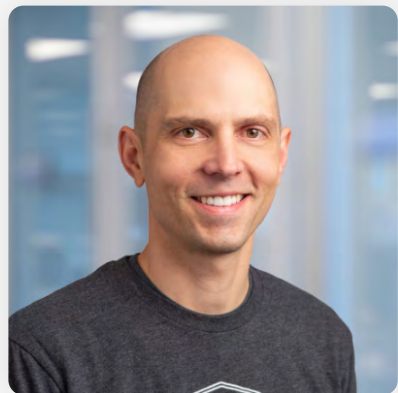
Ready for hybrid work

As hybrid work veterans, we’re happy to offer two customisable approaches to a true hybrid workplace:

- **Rainbow™ by Alcatel-Lucent Enterprise:** Designed with user flexibility and security in mind, this application, available on all popular platforms, combines communications, collaboration, and hybrid telephony services wherever you decide to work.
- **Rainbow Office powered by RingCentral:** This Unified Communications as a Service (UCaaS) solution provides all the above including traffic and telephony services from the cloud. Collaborate from anywhere – by phone, message, and video. Rainbow Office is complemented by ALE’s market-leading communications and networking products.

ALE provides communications and collaboration solutions for each employee profile, wherever they work. From desk phones for the digital age, to softphones, as well as cloud-based team collaboration services and an omnichannel contact centre solution, we provide the solutions that fit your needs. And we leverage existing communications systems **to create the right hybrid digital workplace for your business.**

How Service Providers Can Navigate the ‘Perfect Storm’



Brian Beutler
Chief Executive Officer
Alianza

Service providers are facing a ‘perfect storm’ of challenges as they look ahead to 2022, according to Alianza’s CEO, Brian Beutler. The pressures of aging infrastructure, eroding margins, and an aging workforce are all obstacles that need to be addressed by service providers if they are to remain relevant.

Aging Infrastructure

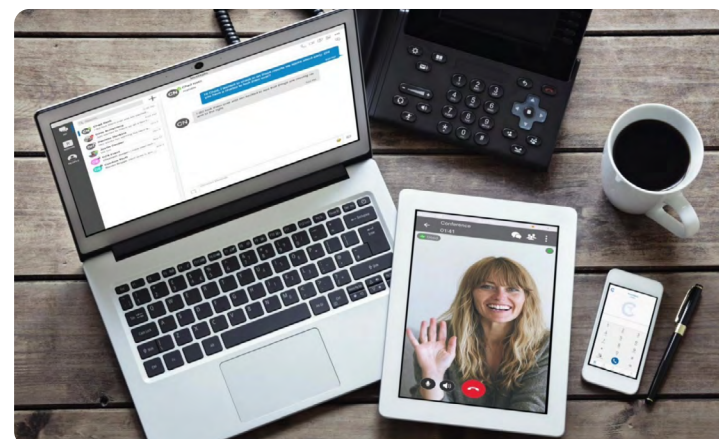
The biggest of the three challenges for service providers is moving away from legacy systems that are reaching end of life. These platforms are, in some cases, 40 years old and only going to become harder to support and maintain.

Eroding Margins

Another challenge for service providers is slipping revenue and subscriber bases, with users ditching landlines in favour of mobile phones. This drop in revenue comes as service providers face the same cost structure, resulting in the eroding of margins — with the gap only widening.

Aging Workforce

Many employees qualified to maintain older, legacy voice technologies are now retiring. Finding replacement staff with the same skill set is difficult and organizations find it difficult to justify that training younger employees dated technology.



“These three factors create a perfect storm effect. By moving to the cloud, service providers can have healthy and predictable margins, reduce reliance on legacy technology, and apply their skilled labour to more strategic initiatives. In addition, they future-proof their network and avoid kicking the can down the road by replacing hardware with hardware, only to face the same challenges and exorbitant capital expenditure for replacement in another five to seven years.”

Taking the First Step

Many service providers are caught in limbo: knowing all the above to be true but unsure how to take their first steps to the cloud while keeping the lights on. This is often driven by fears of service disruption, which could upset customers.

Alianza specialises in helping service providers take that first step by easing their migration to the cloud with an experienced, dedicated customer success management team.

“We have migrated providers from virtually every switching platform on the planet. We know how to mitigate risk and move subscribers over safely. We have migrated hundreds of thousands of subscribers for

our customers to our cloud communications platform, including bulk migrations as large as 10,000 subscribers in a single day. We help service providers navigate the entire migration process and are with them shoulder-to-shoulder to deliver that safe migration. We describe the transition to the cloud as the last migration a service provider will ever have to make.”

As for helping service providers increase margins and grow revenue, Alianza’s full-stack cloud communications platform not only reduces operational costs but enables service providers to digitally transform services and offer new, revenue generating products for business users with **Unified Communications as a Service**. From high-quality voice calls to business text messaging, to team messaging and work from anywhere solutions, service providers can become a one stop shop for communication needs.

“Many customers shared that they could not have pulled off the tech transformation from legacy service to the cloud on their own, without leveraging a complete platform offering from Alianza. Alianza has successfully helped all types of service providers innovate quickly and address the evolving demands of their end user customers in a way that is easy to manage, easy to consume, and highly profitable.”

alianza.com

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How Can Channels Unlock Growth Opportunities with Microsoft Teams?



Benny Matityahu
Marketing and
BD Director
AudioCodes

audiocodes.com

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The past couple of years have changed the nature of work forever, with hybrid working now standard practice in many industries. The real challenge for enterprises is to deploy hybrid workplace strategies to secure business continuity, while ensuring that employees remain productive wherever they're located. Microsoft Teams ticks these boxes, and its monthly active users hit the 270 million mark in January 2022. But for the channel community, does Microsoft Teams represent a risk or an opportunity? The correct answer, believe it or not, is both!

1. The Risk - Your customers think Microsoft Teams is the future

Those 270 million monthly active users are your customers, adopting Microsoft Teams because it's part of Microsoft 365. Back in 2020, in the rush to deploy homeworking, they most likely ran Microsoft Teams alongside their existing PBX, but now they're seeking to integrate both elements into a unified strategy. For resellers with a large base of telecom/PBX customers, the risk is that they'll move to Microsoft Teams and Calling Plans and throw out their PBX – clearly a potential customer retention issue in the making.



2. The Opportunity – So what? Grab it with both hands and add value!

The good news is that the opportunity presented by Microsoft Teams growth far outweighs the risk, since your customers already see you as their trusted guide on the Microsoft Teams journey. But what should you do next?

Firstly, recognise that your customers have good reasons to integrate their current telephony system with Microsoft Teams. They have existing service contracts, analogue devices, contact centre integration, complex networks and global branch offices to consider. Integration, that magic word, is your added value.

Secondly, find a partner that can help you win the customer retention battle by giving you the tools to simplify and accelerate Microsoft Teams migration.

AudioCodes Live Express is a unique SaaS solution that allows partners to enable Microsoft Teams as a complete voice solution to their end customers pretty much instantly. It delivers seamless Microsoft Teams Direct Routing for PSTN

connectivity, and management tools that eliminate the need for expensive technical expertise such as PowerShell scripting. Live Express is an excellent way for partners to enable immediate customer onboarding and easy customer management at a significantly reduced cost.

If you're a service provider that would like to go one step further and build your own service for Microsoft Teams Direct Routing, **AudioCodes Live Cloud** has you covered. It lets you provide all the benefits of Live Express to your customers, but as a white label service that runs on your own infrastructure. Live Cloud offers more flexible hybrid capabilities, support for Microsoft Operator Connect and much more.

And if all that wasn't enough, you can add even more value with business phones, meeting room devices, compliance recording, conversational IVR and meeting productivity solutions as part of the monthly subscription plan.

In short, Microsoft Teams represents an incredible opportunity. Grab it with both hands today!

The Value of Integrated Cloud Communications

AVAYA

Experiences That Matter



Oliver Bengtsson

Senior Marketing Manager
Avaya

avaya.com

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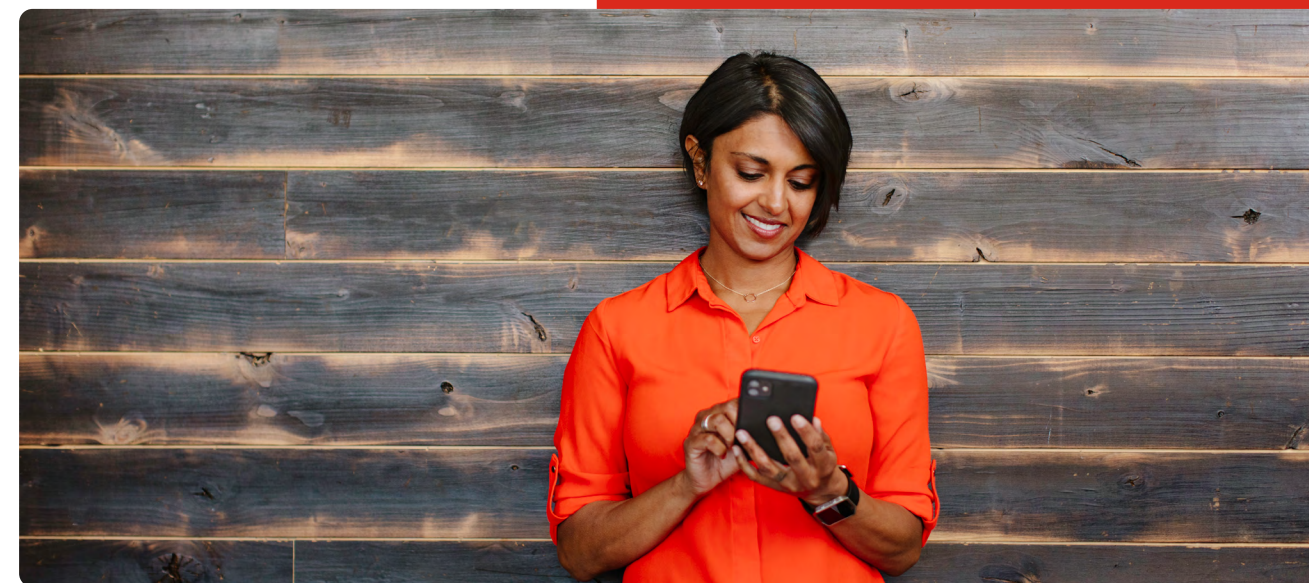
Today, the agility and resiliency that cloud communications provide have become crucial for successful business. The old ways of work frankly don't compare well to what's possible with the cloud but hurried investments often fail to meet security, reliability, and simplicity requirements to keep businesses moving forward. So, what's the solution? Integrated, extensible cloud services platforms are uniquely suited to deliver great results today and to meet future demands.

Employee productivity, operational efficiencies, and customer satisfaction are just a few of the many KPIs that can be improved through cloud services. Not all services are created equal, however, and making the wrong choice can have major consequences.

What to watch out for

There are many ways cloud deployments can go wrong. From rushed stop-gap deployments to cloud silos, to inflexible and limited free/freemium services, to legacy user experiences and outdated or tethered technology; complications are common. Businesses end up with increased costs, complexity, marginal performance, and limited flexibility.

So, what's a business to do? The answer lies in a more holistic approach. That's where integrated, extensible cloud services come in.



Think ROI, not DIY

Businesses today have a lot of different people to please in a lot of different ways. It's understandable why companies end up combining disparate cloud services to keep up, but as we've seen, there are significant problems that may arise with a hodgepodge approach.

An integrated cloud services platform can ensure your business meets the diverse needs of all your users, whether they're in the C-suite, their home office, chatting with customers in a contact centre, or travelling. Eliminating silos and unifying analytics ensures everyone can make informed, data-driven decisions when it matters most. This is good news for your users and great news for your ROI.

Microservices, major benefits

Cloud migrations and communications upgrades are changing. There's no denying that the demand for personalised products and services and business adaptability has skyrocketed. How can companies keep up? Extensible microservices-based platforms with flexible APIs are the answer.

Optimise and digitise with APIs

The digital era is an exciting one, but it is also demanding. Digitising business models and

scaling technologies is vital to meet demands. Microservices-based platforms with off the shelf third party integrations and APIs deliver unique and measurable benefits, from improving efficiencies through automating workflows, enhancing CX, and supporting employees (EX) to increase productivity, reduce human error, and create safer environments. According to Frost & Sullivan data, up to 90% of businesses surveyed plan to increase their use of APIs in the future, including chatbots, two-factor authentication, voice, video, messaging, and email APIs, and it's easy to see why: optimised operations, improved quality, increased growth, and a competitive edge.

How Avaya can help

An integrated All-in-one cloud communications solution like **Avaya Cloud Office** has the flexibility, reliability, security, scalability, and App integration, and API extensibility necessary to bring your business into the future while meeting the needs of today. Here at Avaya, we believe in the power of communication and collaboration. Our comprehensive cloud service solutions deliver personalised, shared experiences that empower businesses to be more agile, competitive, and successful.

Visit our website to watch a demonstration.

Collaboration

Sponsored by **NEC**

In the last couple of years, channel partners have been faced with a host of challenges, from customers struggling to keep up with subscriptions to business leaders demanding new tools and features from the apps they use.

One of the most significant focus points for the channel today, is the rising need for collaboration tools, to bring teams and colleagues together.

Since the pandemic turned the workplace upside down, companies have been turning to channel partners to ask for guidance into a world of hybrid and remote work. While much of the functionality required for collaboration is baked into the modern UCaaS environment, customers are still searching for partners to help them augment and optimise their hybrid work technology stack.

The Trends Shaping Collaboration for Channel Partners in 2022

The transition into a new age of work has been the most significant trend for channel partners to consider in regard to collaboration technology. Companies shifting into a future where employees can and will be working from anywhere need access to the right selection of tools.



Sometimes, this means working with partners to build comprehensive ecosystems that go beyond the basic collaborative features they get from a UCaaS vendor. Some of the major trends in this landscape today include:

- **Co-selling:**
2022 is likely to be a major year for co-selling, where big vendors like Microsoft will be concentrating on moving the focus of their attention to the adoption of technology. Microsoft already has a strong value offering for channel partners who want to build on and evolve the Microsoft Teams ecosystem and will likely reward partners significantly through programmes like New Commerce Experience.
- **Integration of services:**
The integration of services into the channel partner experience is also likely to be a significant concept in the collaboration environment. For instance, channel partners could offer their customers access to services which help them to build automated workflows to make their hybrid working experiences more streamlined and efficient. As companies look to digitally transform this year, services will be essential.
- **Custom solutions for hybrid work:**
As companies continue to discover the diversity in their team when it comes to collaboration needs, and workplace strategies, they'll be turning to channel partners to help them build bespoke tools for collaboration. This could

involve using video SDKs in existing applications, leveraging room kits for the hybrid workforce, or integrating special apps and custom tools with an existing ecosystem.

Collaboration for Channel Partners Tomorrow: Looking Ahead

There are endless opportunities available for channel partners today to get involved with supporting their customers via access to video endpoints, critical meeting room kits, and essential devices. Partners can explore the opportunities of wholesale video conferencing or consider the possibilities of linking new tools with existing ecosystems like Microsoft Teams.

As companies continue to focus on bringing the hybrid workforce together in the next few years, they'll be reliant on the abilities of channel partners to help them build the ultimate tech stack.

NEWS



DIRECTORY



Callroute – Redefining Enterprise Telephony



Ewan Haig
CEO
Callroute

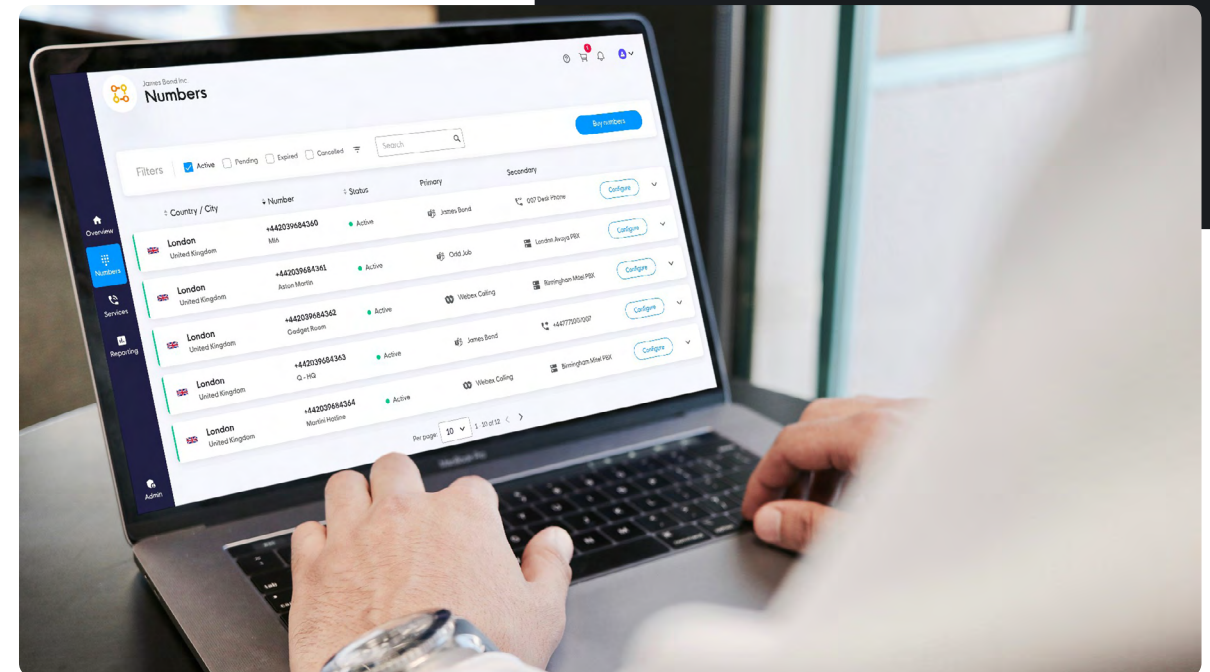
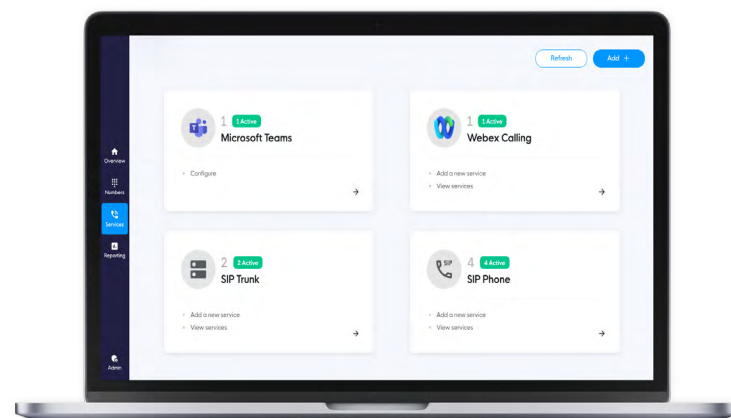
callroute.com

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For years SIP trunking has been about lines and minutes, connectivity, and replacing the traditional telephone lines (analogue and ISDN) used for connecting on-premises equipment, such as PBXs, to the PSTN. However, the COVID pandemic has very quickly brought about a huge shift in the market. We've seen businesses leapfrog adopting SIP trunking in favour of fully hosted cloud PBX-type services and dispense with PSTN connectivity to physical offices altogether. The adoption of cloud telephony accelerated significantly during the pandemic, given the requirements of a remote working workforce. The clear winner from this was Microsoft. Given their ownership of the desktop, remote workers embraced Teams as their collaboration client of choice. For many businesses, it just made sense to bring all elements of collaboration (with PSTN calling being one method) into a single client for voice, video and chat. This gave birth to the numerous offerings in the market to bring the PSTN to Microsoft Teams.

What demands does hybrid working put on telephony?

Workers returning to a physical office, at least some of the time, has not just brought about the concept of hybrid working but the need for hybrid telephony.



On-premises telephony still has its place in many businesses, with PBXs delivering unique functionality that can't be replicated from the cloud. Maybe there is an array of analogue endpoints on the factory floor, guest rooms in hotels, lift intercoms, door entry systems - the list goes on. And with over half of businesses still relying on classic communications technology as their primary method of liaising with customers, this legacy infrastructure is not something that can be easily ripped out in a big bang approach in favour of migrating telephony to the cloud.

So, what exactly is the way forward for businesses? Well, it turns out that the interoperability between this legacy equipment and online collaboration platforms isn't as complex and expensive as it once was.

Unify your communications with Callroute

The market is still dominated by specialist Microsoft partners that provide solutions with dedicated SBCs or cloud set-ups.

Unfortunately, they normally come with significant overhead in costly professional service fees. **Callroute's** concept is to disrupt this and turn what has traditionally been considered a project into a cloud self-service offering. Our view is simple: Callroute hosts your phone numbers and empowers the business' IT function to assign them to the service of their choice in seconds. In a few clicks, users can be migrated from an on-premises PBX extension to Teams, and numbers can be mapped to generic SIP phones or analogue endpoints. Hunt or ring groups can be built across the different silos; it's all just a few clicks away.

The new era of SIP trunking has arrived. Callroute aims to connect your phone numbers and trunks to the telephony environment of your choice in a simple, easy and intuitive way. What's more, it's all SaaS-based with no long-term contracts or commitments. We also charge per trunk vs per user, potentially enabling significant cost savings. Welcome to the new era of SIP trunking, the Callroute way. Just **sign up** and pay as you go.

CallTower: Building Our Channel Family



Kade Herbert

Marketing
Content Strategist
CallTower

calltower.com

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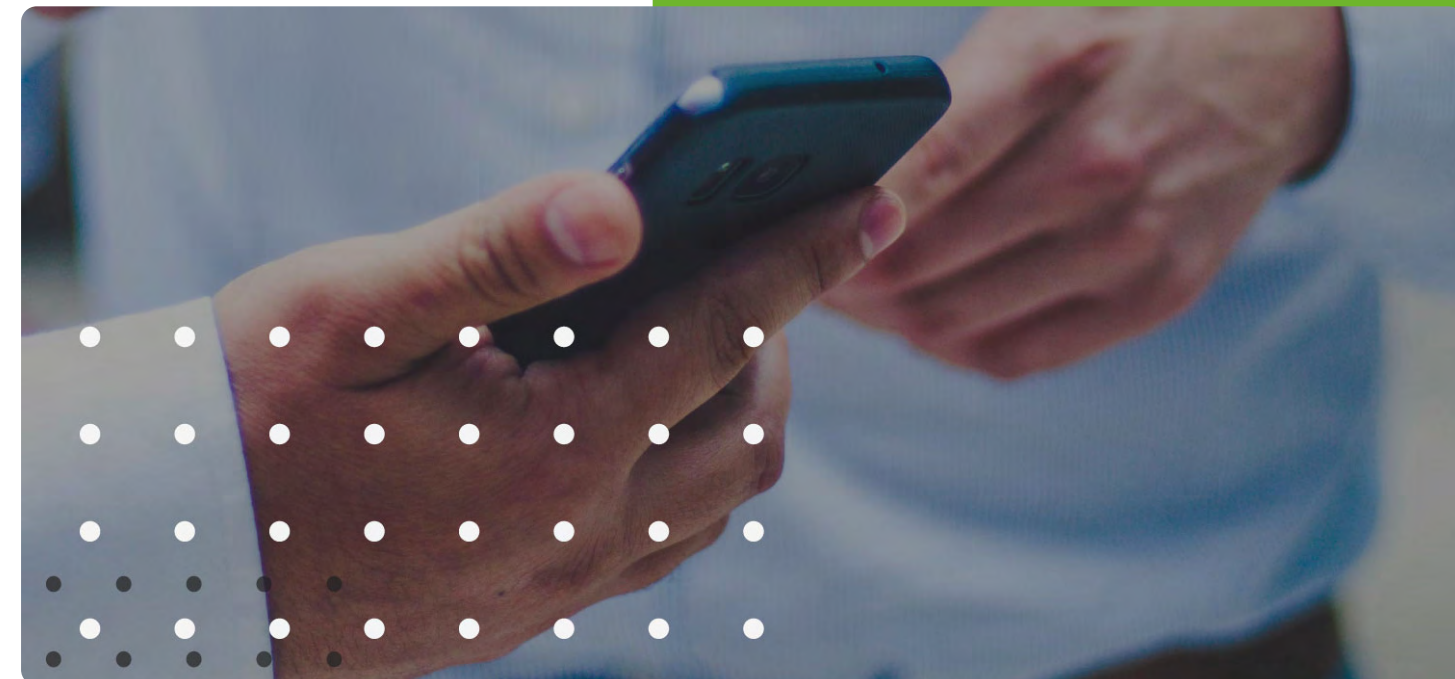
At CallTower **our partners are part of our family**. We believe that the secret to our success is treating our partners well, providing great support to their clients and making the relationship financially rewarding.

CallTower delivers the latest technology for ongoing business to exceed the expectations of our customers and partners. CallTower's superior voice quality, network, international expansion, centralized order automation, support automation, geographic redundancy, Cloud/IT services and user-friendly options make us the right solution for your clients.

WHY PARTNER WITH CALLTOWER?

- 248% revenue growth since 2015
- Partner dedicated with aggressive bonus and residual commissions that are the highest in the industry
- Hosted voice industry pioneer with a 99% customer retention rate
- 100% Redundancy in our private cloud
- Customized key integrations built for the customers' environment with flexible Contact Center and CT Cloud Boost (internet optimization) options
- Only company to deliver native industry leading hosted voice solutions
- Self-Provisioning Proprietary Portal Administrators and Users
- UC Industry Pioneer (Founded in 2002)

When you partner with CallTower, you connect your customers with one of Microsoft's largest Teams Direct Routing and Native Skype for Business providers, a premier leader in Cisco Enterprise Hosted VoIP and CT Cloud Voice. CallTower's CT Cloud SIP DID Packages combine the most popular SIP features with concurrent calls equal to twice the number of DIDs.



CALLTOWER IS IN A UNIQUE POSITION IN THE UCaaS & CCaaS GLOBAL MARKET

CallTower delivers three industry leading UCaaS and CCaaS solutions with key custom integrations. CallTower's Gold Partnership with Microsoft empowers customers with enhanced flexibility and aggressive pricing. As a Cisco Premier partner, CallTower leverages the best of Cisco with options in private cloud and cloud calling environments. CallTower's CT Cloud UC suite ensures cost-effective solutions with rock-solid stability. Our UCaaS solutions are easily integrated with three Cloud Contact Center options for an unsurpassed XCaaS experience. Our CallTower's UCaaS and CCaaS solutions, with international calling to enable your customers with the world-class quality service their businesses demand.

ABOUT CALLTOWER

With the evolution of the telecom industry, CallTower has expanded into a hosted unified communications and collaboration solution provider; changing the way people communicate around the world. Our mission is to enable people to easily connect and get work done.

The support and patronage of our customers inspires us to exceed expectations. CallTower exists to enable people to easily connect to transact business communications. Since its inception in 2002, CallTower has become a leading provider of cloud-based, enterprise-class Unified Communications (UC) solutions for growing organizations worldwide. Our unmatched implementation and support teams have deployed and supported thousands of users, enabling solutions around the corner and across the globe. All projects receive a designated product manager who secures a seamless implementation and training success plan.

CallTower ensures that businesses reach their full communication potential and stay competitive, with the most advanced capabilities in today's changing market climate. With easy-to-use business communication technology tools that support mobility, messaging, conferencing and presence management. We enhance strategic and business operational capabilities by integrating only the best unified communications suite of products. All CallTower solutions are easily provisioned in the online portal, CallTower Connect.

ice Contact Center: Unifying communications without leaving Teams



Blair Ferguson
Chief of Staff
ComputerTalk

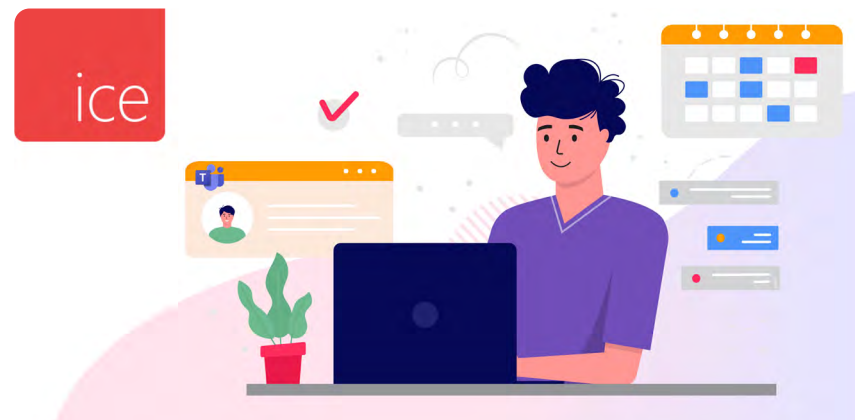
computer-talk.com

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Microsoft Teams has experienced significant growth over the last few years. Not all Teams users are using voice today, but it is predicted that by 2025, 25% of Microsoft users will be using Microsoft telephony. With 270 million monthly active Teams users today, this represents a significant need in the market for contact center technology that is not only compatible with Teams but is fully Teams-native and optimized for Teams.

Since Microsoft introduced their Connected Contact Center for Microsoft Teams Certification Program, multiple vendors have become certified, but few have fully leveraged Teams capabilities. **ComputerTalk's ice Contact Center**, one of the first to be certified, Extends the Teams experience. This model takes the integration further than the Connect model used by most certified vendors. It offers a close integration while retaining the advanced enterprise-class features and functionalities not currently available in the Teams SDK. ice's Teams integration provides multiple features that optimize both agent and customer experiences.

Handle all interactions in one place: ice Contact Center offers a unified view. The agent experience is embedded natively into the Teams client, meaning that all interactions can be answered within the same familiar interface. This reduces the need for extra training and installation of extra applications on agent workstations.



Furthermore, a unified view minimizes distractions and prevents users from wasting time navigating between windows, enabling a smoother experience and faster, more efficient service for customers.

Choose your interface: In addition to the Teams interface experience, agents have the option to use the ice toolbar, which takes up minimal real estate. While still powered by Teams, this option provides more screen space for other applications, such as CRM. ice provides agents with the flexibility to choose the interface that best suits their preferences.

Provide an omnichannel experience: Ensure a consistent communications journey across channels to transform the customer experience. Reach customers where it is most convenient for them, whether through voice, video, web chat, email, social media, chatbots, or other channels.

Stay informed: Quickly respond to changing service metrics through actionable alerts notified to a Teams channel. Make informed business decisions and effectively strategize for the future with hundreds of configurable reports.

Be resilient: Make sure your contact center is always up and running, regardless of Microsoft Teams outages. Contact centers with Teams Direct Connect with PSTN backup can switch to using a PSTN routable number, allowing agents to receive and place calls.

The perfect match for Teams

As a certified partner solution, ComputerTalk has undergone rigorous security and compliance testing to guarantee that ice is reliable, of high quality, and a compatible Microsoft solution that customers can trust. Additionally, ComputerTalk services have long been SOC2 Type II and PCI-DSS compliant and are validated annually by third parties. Since 2005, ComputerTalk has committed to its partnership with Microsoft, earning multiple Gold Competencies and collaborating with Product Engineering Teams to offer the best integrations in the market.

Visit our website to learn more or [schedule a demo](#).

Contact Centre

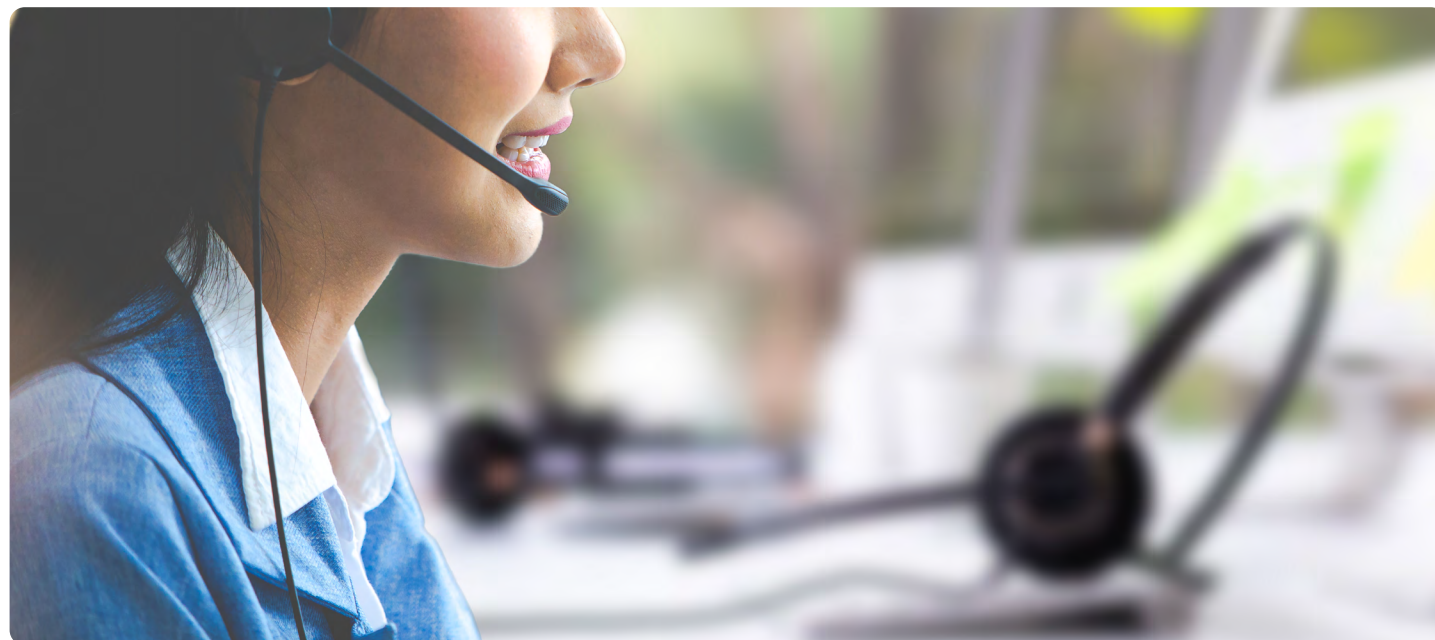
Following the pandemic, companies of all sizes have discovered a new need to transform and update their technology investments.

The contact centre is one of the first areas many businesses are looking at as they strive to stay ahead of the competition with stronger CX solutions. With channel partners, companies can make the transition into the future of the contact centre environment at their own pace.

Currently, channel partners are in an exciting position when it comes to delivering contact centre technology. Countless companies are making the transition into the cloud environment, which unlocks more chances for channel partners to assist their customers with flexible migration strategies, and contact centre technology delivered on a flexible basis.

The Trends Shaping the Contact Centre for Channel Partners in 2022

The contact centre as we know it is transitioning into a “value centre”, which means great things for channel partners with CX solutions to offer. Business owners are



beginning to look at the potential of the contact centre as a revenue generation and loyalty building perspective. This is a world away from the old-fashioned view of the contact centre as a cost centre. This year, we’re seeing more companies looking to build a contact centre to suit different needs, such as the rising demand for hybrid work. Some of the trends shaping the contact centre for channel partners this year include:

- **AI in the contact centre:**
Artificial intelligence added into the contact centre can help companies achieve a wide range of goals, from better customer satisfaction, to improved team efficiency. Channel partners capable of introducing AI enhancements to the standard contact centre environment will become increasingly essential in the eyes of today’s businesses, particularly if those AI solutions enable things like self-service and journey tracking.
- **Analytics:**
Alongside AI, companies are also looking for more insights within the contact centre, from sentiment analysis to voice of the customer insights. Channel partners who can add deeper reporting, analytics, and recording capabilities to the contact centre could have a lot of value to offer in the years ahead.
- **WFO and WFM:**
Workforce optimisation and workforce management are increasingly making their way into the contact centre as companies look for ways to build a

more comprehensive environment for hybrid work. Channel partners will be able to offer exceptional value to customers by providing them with an easier way to monitor, engage, and track information about their teams.

Collaboration for the Contact Centre Tomorrow: Looking Ahead

The contact centre is becoming an increasingly flexible concept. Channel partners will be able to unlock excellent opportunities for growth by working with their customers on a comprehensive CX strategy.

However, there will also be opportunities for partners to thrive by offering SMB customers some of the core features of the contact centre, without the full CCaaS investment. The “informal contact centre” is becoming an increasingly common concept.

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As-a-Service is the Fastest Way to Innovation

dstny



Mattias Ohde
General Manager
Dstny for Service Providers

dstny.com

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A shift in the Service Provider market

We can observe a significant change in the market on how partners and Service Providers want their business model to look. Up until now, they bought software and hosted the backend and the applications in-house. But many are now considering leaving the old model behind. Instead, more Service Providers are looking into a hybrid model where they still have the backend in-house, while outsourcing the applications and integrations. Others seek to outsource everything, including the back end.

Why as-a-service?

So why should you as a Service Provider change to a new business model? Well, the old software model requires a lot of effort. Keeping up with innovation takes time, knowledge, and money. Every update takes months to implement in existing environments, and new features aren't reaching the end customers quickly enough.



There are many benefits to going into an as-a-service model. For one, there is no need for infrastructure maintenance and upgrade investments, meaning cash flow optimization for dividends or growth.

Also, it solves the challenge of maintaining and finding personnel with the tight competence within UCaaS operations. A factor that lowers operational risks significantly.

It's the easiest way to secure competence level advances within Cloud and new technology areas and future-proof the business regarding relevancy.

At Dstny, we help Service Providers to meet the challenging communication market demands by providing a complete business communications solution as a managed service. Our partners get access to continuously updated, highly competitive end-user functionality while benefiting from all the operational benefits our as-a-Service concept entails. By partnering with Dstny our partners get the fastest way to innovation.

Some quick information about Dstny

Dstny is a leading European provider of cloud-based Business Communications with more than 2.2 million end-users. Headquartered in Brussels, Dstny has 750 employees in 7 European countries (Belgium, Netherlands, France, Germany, Sweden, Denmark, UK) and an annual turnover of nearly €190 million in 2021.

Formerly known as:

Destiny, Ergatel, Meritel, IT101, Belgium Telecom, Fuzer, Ulysse, Escaux, Faqbot, Stuart, Motto, DSD, Ozmo, Voips, Panas, OpenIP, Alliantel, IPLine, Soluno, Telepo, Meridix, Ipvision.

Now together as, Dstny.

It is Time to Move On From Unified Communications: Welcome to Converged Contact

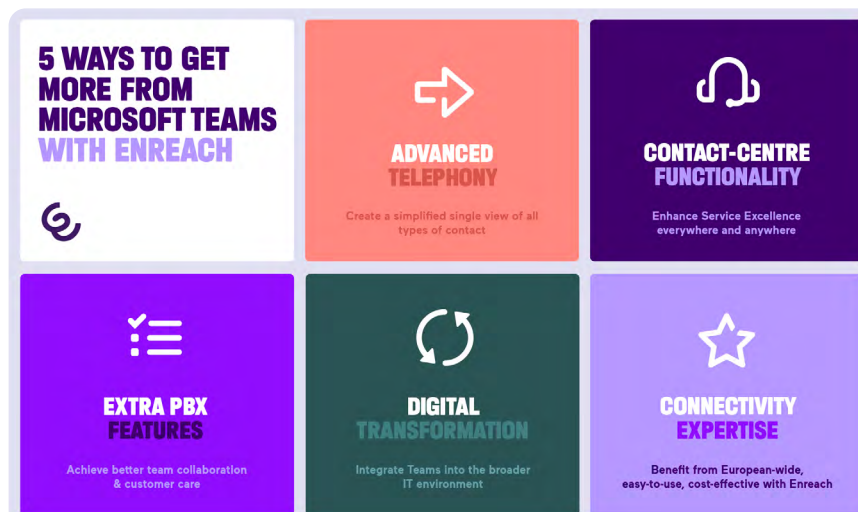


Martin Classen
Chief Product Officer
Enreach

Converged contact brings communications, productivity and network solutions into one seamless environment. It blends smart network access, CRMs, ERPs and other apps contact centre functionality, marketing automation and more. The term more accurately reflects how people work today and will provide better control over their contactability, management of their business and personal identities. They can even improve work-life flow while maximising organisational efficiency. Benefitting users and creating opportunities for partners, converged contact goes beyond traditional UC.

Understanding its necessity helps to explain converged contact. We live in a world full of multiple types of contact existing as separate siloes; fixed voice, mobile, video, chat, email, SMS, and social channels. Plus, connectivity and the user experience are inconsistent, and mobile is isolated.

People have to think about jumping from one form of communication, collaboration or productivity to another, contributing to technology overload. They are bombarded with incoming contact and risk being 'always on', contributing to burn-out and impacting quality of life.



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Furthermore, it is hard to have a seamless flow of customer conversation throughout an organisation, not just for voice but other channels. So, omnichannel marketing remains complicated, with reduced visibility of customer engagement journey. Also, employees do not have all the tools and information they need to manage customer contact effectively, particularly when on the move or working remotely.

Technology islands removed

Imagine if all those standalone, individual ways of connecting could be seamlessly integrated into one user-controlled, context-based and flexible environment. Everything is accessible from anywhere, across different networks, apps and devices, internally and externally, planned or ad-hoc, business or personal, one-to-one or in a group, and with a consistent user experience. That is converged contact.

Physical and digital barriers disappear, so everyone feels as if they are in the same room, with a digital workplace that fits around them invisibly and effortlessly. Users also have the controls to define their contactability manage their personal and business identities, meaning they

can maintain a better work-life flow while maximising organisational productivity. The walls between IT and comms are broken down, and there can be a consistent user experience. For example, all PSTN, Teams and mobile calls are handled the same way.

Better customer contact

Smartphones become intelligent customer engagement systems with access to CRMs and other apps across multiple contact channels. In addition, there is a flow of customer conversations throughout an organisation: not only for voice but true omnichannel, including video and chat. Engage with customers from within CRMs and apps, launch a customer call or take an incoming enquiry with instant access to customer information even before connection. Bring customer service into the organisation's heart, with all information and inbound/outbound contact channels one, easily accessible fluid environment.

Converged contact can dramatically improve how people communicate, collaborate and work, and will help partners to develop and differentiate new solutions. Converged contact is the future, and it is already here from Enreach.

The ROI of investing in enterprise CPaaS

imi mobile



Brian Heikes
Director,
Product Management
Webex connect

imimobile.com

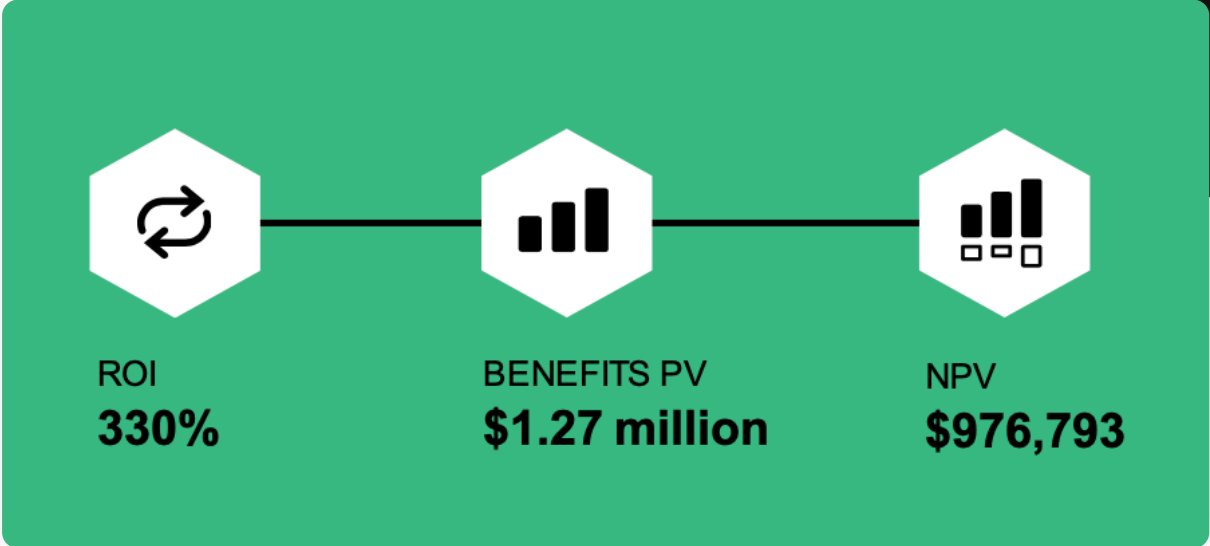
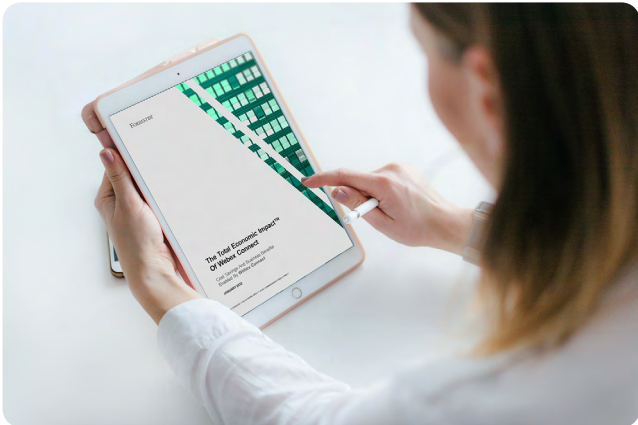
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When speaking to IT and Customer Experience (CX) transformation decision-makers, many are already building single-purpose CPaaS applications to improve customer interactions. The challenge they face is that each application has its own logic and integrations into systems and channels. As more are deployed, it's becoming increasingly complex to deliver a holistic and connected experience. Because of this, they are considering adopting a platform approach to CPaaS using Webex Connect. However, proving return on investment (ROI) to justify the investment is difficult.

Decision-makers wonder what their businesses would gain if they had a central CPaaS platform that provided everything—from API and low-code tools to in-built reporting that developers, IT managers, and business analysts require to create, manage, and optimize communication journeys? To offer them an answer, **imimobile commissioned Forrester Consulting to conduct a Total Economic Impact (TEI) study** and examine the potential ROI enterprises may realize by deploying Webex Connect.

Conducting the study

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed decision-makers from two organizations that have implemented Webex Connect.



To overcome their challenges, both organizations searched for a CPaaS solution that could allow them to:

- Build and manage multiple communication channels at scale.
- Provide analytics and proactive management of interactions.
- Enable more streamlined communication flows that embraced digital automation.

This search led them to Webex Connect.

Saving time and money

The study revealed several quantifiable benefits directly attributed to the Webex Connect platform. The financial analysis conducted as part of the study revealed \$1.27 million in benefits over three years and an ROI of 330 percent, as well as the following:

- The customer's previous communication management platforms required at least one week to compose, launch, and manage customer journeys. Using the low-code flow builder, there was a 50 percent increase in productivity efficiency, with the time to create customer journeys reduced from days to minutes.

- \$1.2 million in productivity and cost savings was achieved using SMS and mobile channels for customer onboarding and know your customer (KYC) processes.
- Improvements in self-service capabilities resulted in a 2 percent reduction in the number of customer support inquiries made into the contact center.
- Enhancing real-time capabilities with SMS and WhatsApp improved digital resiliency and helped manage communications during the pandemic.
- The central platform approach helped to give a clear view of current and upcoming programs and campaigns.
- Automated communications improved risk management and enhanced overall CX.

The ROI of investing in Webex Connect

Both organizations achieved more proactive and scalable customer engagement using Webex Connect. They integrated their existing systems, quickly expanded communications channels, and enhanced their automated customer interactions to improve CX and reduce operational costs. For more information, **download Forrester's The Total Economic Impact of Webex Connect report.**

UC AWARDS — 2022 —

UC Awards returns for its fifth year.

We'll be bringing the awards to your screens in a digital event format, hosted on our dedicated site **ucawards.com**

JULY 2022

Applications Open May

UC SUMMIT

2023

UC Summit is the number one event for IT professionals, regardless of where they are on their unified communications transformation.

We'll bring you exclusive content from leading industry influencers and analysts across formats including keynotes, fireside chats and panel discussions. Our sessions are curated by the experienced team at UC Today and tailored toward guiding you through your UC journey.

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#BIGUCUPDATE

It's Time To Rip Up The Rule Book



Barry Tuffs

Sales and
Marketing Director
Invosys

invosys.com

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This is Invosys: a trusted telco that does things differently, pushing boundaries in the communications industry and innovating to create groundbreaking telephony solutions for its customers.

Invosys has its finger on the pulse when it comes to telephony, and the expert team understands just how quickly things can change. So, Invosys is constantly on standby to adapt and provide solutions that are one step ahead of the curve.

Led by the market-leading **Number Manager** call management platform, the Invosys product suite is a comprehensive collection of communications solutions that make the complex simple. Aside from the company's unrivalled product offering, Invosys is committed to providing world-class customer service and building genuine, long-lasting relationships with its clients.

What's more, Invosys' services can be tailored to meet the specific needs of its customers so that every business and channel partner benefits from a bespoke solution that slots into daily operations seamlessly.



Why Invosys?

Invosys' solutions are different to anything you've seen before. The company invests in its technology and the in-house developers are dedicated to improving existing solutions and delivering pioneering products. Established in 2006, Invosys has evolved with the market and is trusted by hundreds of organisations to manage millions of minutes each year.

From superfast 'fibre to the premises' (FTTP) to a wraparound router provisioning and monitoring service, Invosys has your customers covered when it comes to connectivity solutions. Invosys also provides intelligent voice services (including inbound call management, SIP and hosted telephony) that are guaranteed to transform any business' phone system.

However, what sets Invosys apart is its 24/7 support line that's open to all customers 24 hours a day, seven days a week. Businesses and channel partners can outsource their helpline to Invosys to provide a truly round-the-clock customer service. The experienced Invosys technical team will help you cope with high volumes of calls at peak times, call overflows or technical disasters.

Market-leading call management

Number Manager is Invosys' unique inbound call management platform that bundles an array of high-tech calling features into a single app to simplify complex connectivity requests. Businesses using Number Manager can benefit from dozens of functionalities including multi-device operation, voicemail services, secure call recording and various automation options.

This product is perfect for businesses that experience a high volume of calls and want to ensure each call reaches the right destination. With real-time reporting functions and international calling capabilities, this scalable software takes all the work out of managing your phone services and provides callers with a streamlined experience from start to finish.

Are you ready to join the revolution?

You can request a free demo on any of Invosys' products if you get in touch at sales@invosys.com or 0161 444 3333.

Fueling Channel Sales Growth with UCaaS and CCaaS

net2phone



Denise D'Arienzo

VP of Marketing and
Sales Operations
net2phone

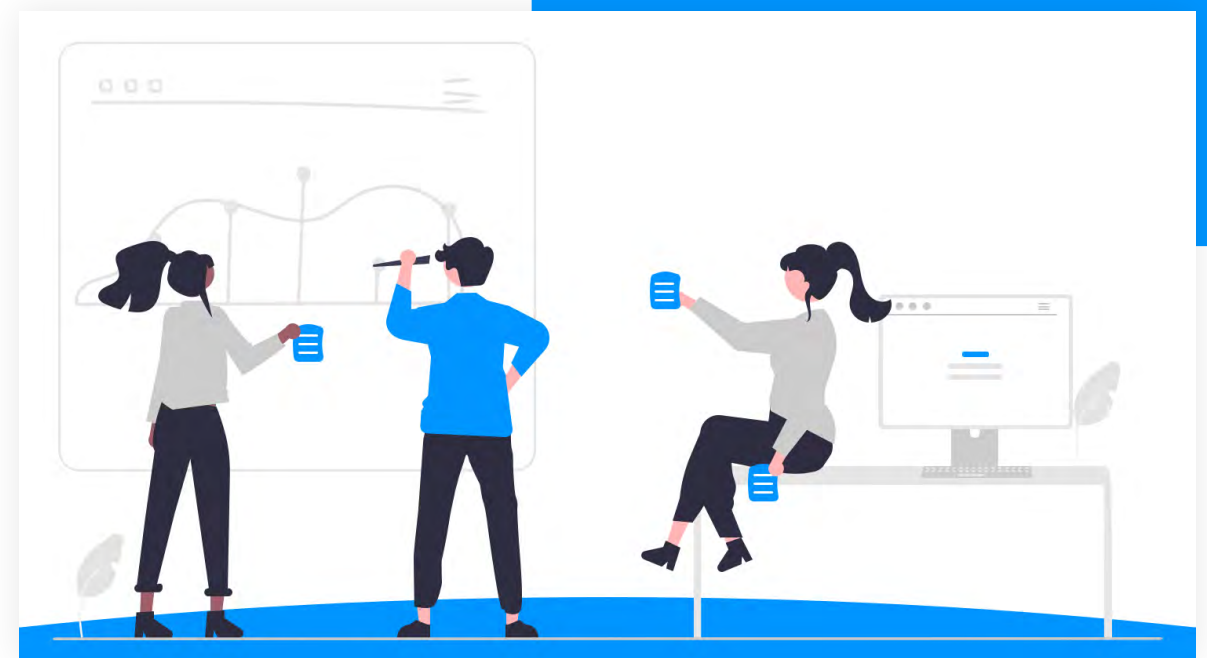
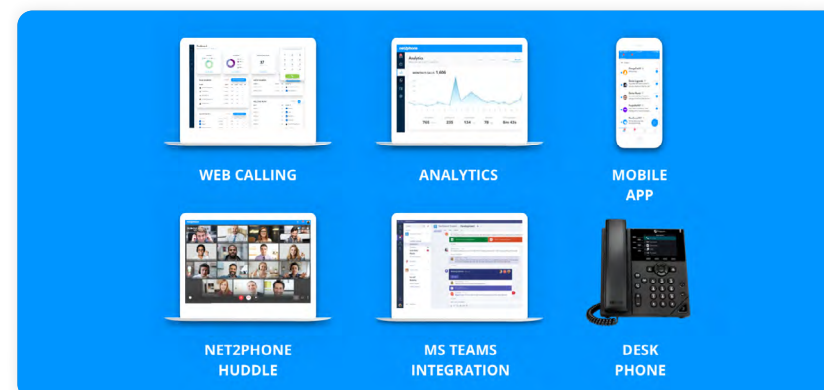
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Managing internal and external communication can be difficult – especially in today's ever-changing workforce and continuous migration into remote or hybrid environments. Out-of-the-box communications solutions may not always work. Channel partners who can expand their solutions portfolio with flexible, agile solutions such as Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) become extremely powerful in today's business landscape.

The **UCaaS** market is expected to exceed \$24.8 billion by 2024, providing enhanced functionality to improve communications both internally and externally with customers and drastically reduce operational and infrastructure costs. Traditional phone systems, especially when we're predominantly remote or hybrid, just don't work as well for communications as a UCaaS solution.

The CCaaS market is projected to grow to \$35.1 billion by 2026 as this solution really empowers external communications and the customer experience. CCaaS solutions offer similar functionalities as an on-premise contact center infrastructure (CCI). But, where CCaaS can shine is with service capabilities and simplifying connectivity into other cloud based applications.



When offices and call centers had to move remote or hybrid quickly, it was easy to see that on-premise technology was no longer a benefit. This "work from anywhere" shift shows no sign of slowing down, which is why the market is prime for channel partners to leverage UCaaS and CCaaS. The best way to increase your speed to this market is by partnering with a provider who can offer and support both.

What to look for in a UCaaS and CCaaS provider:

- Omnichannel capabilities
- Open APIs
- Third party integrations
- Feature flexibility
- Product ease of use
- Support of remote agents and virtual operations
- Platform stability and support

How to Position Yourself in the UCaaS/ CCaaS Marketplace

The key to success is knowing the services in and out and understanding what your customers' needs are, and how they can be addressed by solutions you have in your back pocket. Being able to provide

thoughtful and helpful intel to your potential customers creates trust and results in stickier sales, fueling your overall channel growth.

Any organization that cares about customer service could take advantage of UCaaS and CCaaS functionality to improve their customer engagement and satisfaction. Particularly, you want to find businesses and enterprises who:

- use a legacy or on-premise system and have multiple locations and/or remote employees
- are looking for ways cost-effective ways to scale
- use other cloud services
- are looking to treat internal communications and/or call center as a managed service
- invest in innovation and technology

It's crucial to partner with a provider who has the experience, knowledge, support, and tools in place to help fuel your growth. **net2phone** was recently named the UC Global Partner of the Year, has an embedded Voice over IP experience at the core, 30+ years of ongoing innovation, and excels at providing the most efficient and reliable, highest quality UCaaS and CCaaS business communication services in the industry.

The Simple way to Offer your Own UC Cloud Voice Service



Mark Bunnell
Chief Operations Officer
Nuwave

[nuwave.com](https://www.nuwave.com)

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Importance of moving your Network to the Cloud

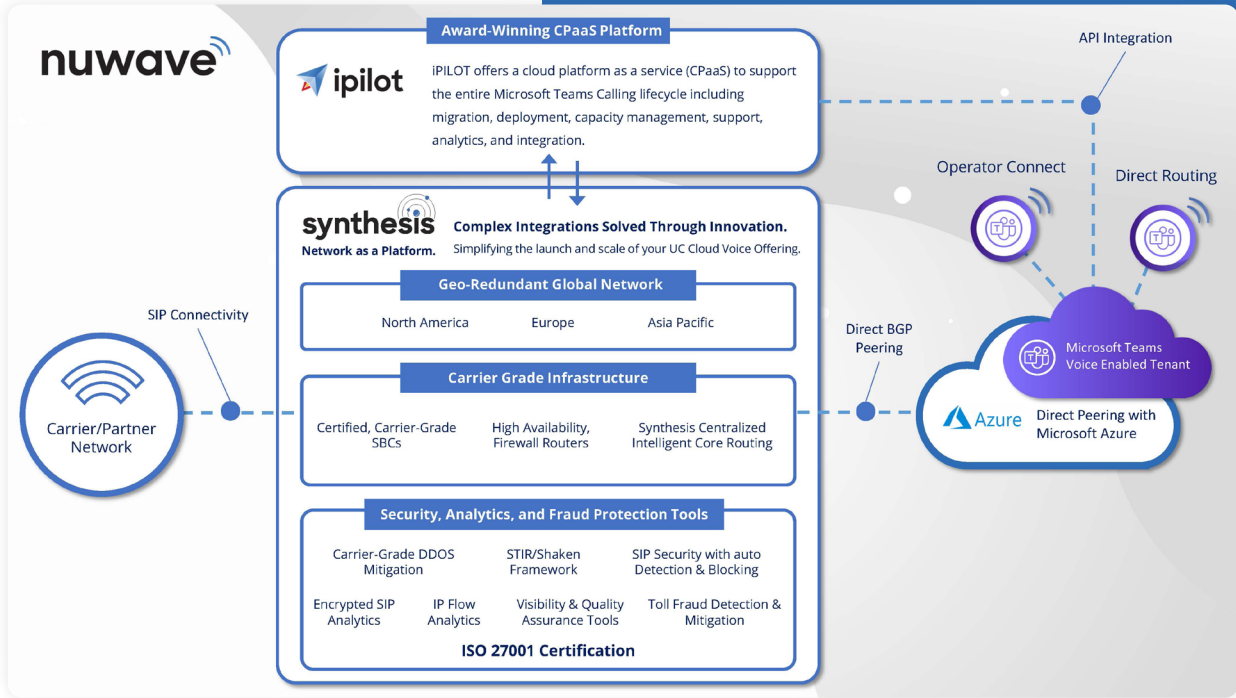
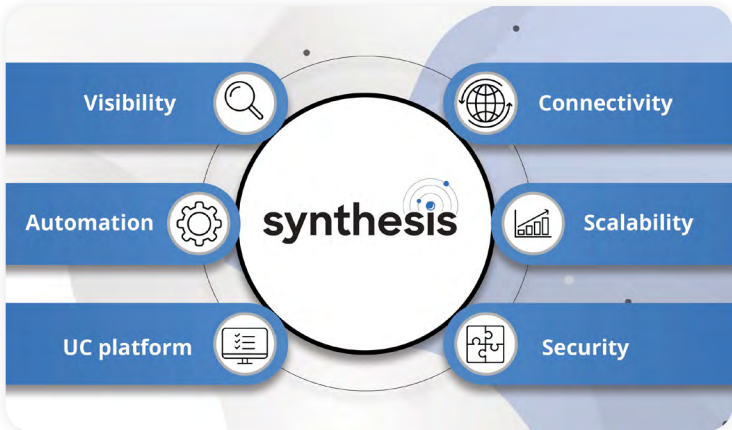
Carriers that want to offer their own voice services over cloud platform providers, such as Microsoft Teams, have been faced with the need to invest millions of dollars over multi-year periods to develop solutions to enable the onboarding process and ensure integrations are available. However, even for those that can sustain the investment and afford the delay in gaining functionality, there is no guarantee that attempts to create such a platform will work due to manual efforts required.

Challenges in Cloud Migration

Until now, UC Cloud Platform Providers and their customers have been held back by the complexity and cost involved in filling the gaps between a carriers' network, SBC hardware, and security required to fully integrate into a combined service offering for UC Cloud Platform Providers.

SYNTHESIS – The Easy Route to UC Cloud Voice Enablement

NUWAVE has developed its SYNTHESIS Network-as-a-Service platform to decrease the complexity and cost of integrating carrier networks into the UC Cloud. This new NaaS platform aims to simplify and accelerate the



onboarding process, reduce integration capex costs and complexity for the service provider and provide deeper integrations that make it easier to accommodate and begin offering their own voice services for Microsoft Teams and/or Zoom at scale. SYNTHESIS works by interfacing with the cloud communication provider's infrastructure and acting as the front end for our partners' networks. All our carrier partners need is a SIP connection into SYNTHESIS which then essentially meshes NUWAVE's carrier-grade global redundant network with the Carrier partners for the most optimal routing and resilient delivery of services.

SYNTHESIS effectively works together with NUWAVE's iPILOT software which enables it to offer self-service for channel and end customers with zero-touch management, single pane of glass visibility and white-label packaging for carriers' customer portals. In addition, iPILOT enables on-demand ordering and provisioning of certified IP phones and meeting room devices, survivability, and disaster recovery plans, amongst many other automation tools.

With current support for Microsoft Teams and Zoom, SYNTHESIS utilises NUWAVE's global geo-redundant carrier session border controllers (SBCs) to meet Direct Routing, Operator Connect, and Zoom requirements and certification demands. The scalable SBC infrastructure is backed by provisioning, maintenance, and monitoring capabilities as well as the software and API infrastructure which provides NUWAVE's own development, the centralized intelligent routing core. This core is required to provide high quality calls through Microsoft Teams or Zoom, and enables carriers to save on capex hardware, software, and security costs.

The compelling difference here is that SYNTHESIS enables carriers and partners to go to market with their own, white label-ready Microsoft Teams or Zoom offering in days, providing visibility and control across their entire network that they would otherwise need to build-out themselves at great cost and delay. You can learn more by going to [nuwave.com/synthesis](https://www.nuwave.com/synthesis) and see the difference NUWAVE can make.

When your Meetings are Critical, so is your Video Conferencing Technology

] pexip[



Geir Arne Sandbakken
Information Security Director
Pexip

pexip.com

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Every day, millions of workers around the world join video meetings. Most of the time, it wouldn't be a crisis if an unauthorized person entered the virtual meeting room, or if a network disruption caused the meeting to end unexpectedly.

But what about when disruptions or security breaches are a crisis? We know that for many organizations, especially those in the government, healthcare, and financial sectors, video meetings are a space where sensitive or even classified information is shared, and where reliability and continuity aren't a bonus but an absolute requirement.

In these cases, there is no room for error. Call data cannot be leaked, meeting room security cannot be breached, and real-time connections cannot be lost. The world is becoming more globalized at the same time as virtual meetings have become the norm. Organizations with the most stringent security and continuity requirements need a video conferencing solution that's designed to support - and withstand - their most critical demands.

What does it take to enable and ensure critical video meetings?



1. Confidence

Cyber attacks are on the rise, putting confidential business information, critical services, and infrastructure at risk. Being confident in your meeting solution means being able to focus on the important tasks at hand without worrying about data breaches or security failures.

No matter the size or location of your organization, Pexip can be configured to meet the internal security requirements of your organization. Thanks to the flexible architecture and **deployment possibilities**, your organization keeps full control of all Call Detail Records (CDR) data, and meeting details and patterns are never exposed to third parties, making it easy to comply with any regional data storage and transit requirements.

2. Business continuity

Due to the importance of video collaboration today, it's essential for organizations to be prepared for disruptions in the service of their communication tools, or if internet and mobile network connections fail. Pexip can be deployed in ways that make it significantly less vulnerable than other third-party solutions. The solution can be hosted on-premises

and be configured to operate without an internet connection. Hosting on-premises ensures your organization will be able to communicate if a primary solution fails or if communication is lost due to network outages, natural disasters, or digital attacks.

Pexip's platform can run in idle mode with a small number of ports and automatically scale up on demand if needed. Existing video endpoints can be registered on the solution to become available if needed as part of a business continuity plan.

3. Adaptability

Organizations with critical meeting requirements also need the flexibility to meet unexpected demands. Pexip is simple to deploy, and administrators can manage global capacity from a single management interface.

When unforeseen events or changes arise, additional capacity can be added in minutes through our management tool. Pexip software can be hosted on-premise, in your preferred cloud solution, a private cloud, or a hybrid combination, making it both flexible and secure.

Get in touch to learn more about Pexip.

Connectivity

Standing out as a channel partner in today's competitive landscape means ensuring you have the tools and services required to empower your customers.

The Connectivity and Access space represents an excellent opportunity for channel partners in a time of rapid digital transformation. After all, the path to innovation often starts with the right connectivity.

Right now, channel partners have a unique opportunity to be on the front line of their customers' movement into the new age of connectivity. There's a rapid movement away from the PSTN network happening in the UK for the communication landscape, particularly with BT planning to switch the network off in 2025.

The Trends Shaping Connectivity for Channel Partners in 2022

Across the globe, companies are rapidly committing to a digital-first world, driven by high-quality connectivity solutions. During the last couple of years, the pandemic has accelerated the transition to a more virtualised workforce, prompting an increase in the number of brands searching for channel partners to help them evolve.



Though the movement into the cloud, IP services, and new forms of connectivity has been ongoing for a while now, there are still a huge number of enterprise brands clinging onto traditional systems. Now is the time for channel partners in the connectivity space to go all-in on helping their customers migrate. Some of the trends driving connectivity for channel partners include:

- **The shift away from the PSTN:**
With the PSTN disappearing completely within the next few years, companies are under more pressure to make the shift into the cloud and IP services as quickly as possible. Connectivity channel partners are in the perfect position to guide their employees towards the power of fibre, SoGEA, and SIP technology.
- **Increasing adoption of the cloud:**
The cloud is the only way forward for most businesses, in a time when agility and resiliency is key. As companies of all sizes rapidly transform following the pandemic, they'll be looking for channel partners to help them transition more of their processes and tools into the cloud. Many brands will be looking to leverage the power of SD-WAN for scalability, and SBCs for security.
- **New mobility opportunities:**
While broadband and fibre connections remain a critical consideration for many businesses,

a lot of companies are also making the transition into a more mobile future. In this environment, channel partners could be an excellent entry point to 5G and stronger mobile connections.

Connectivity for Channel Partners Tomorrow: Looking Ahead

The future of business communications is inherently digital. For years, the move towards the cloud and IP connections has been accelerating at an incredible pace. Now, companies have very little time left to make the migration into a more flexible future.

Channel partners will need to ensure they're ready to help their customers make the transition into a more scalable, versatile world of connectivity, powered by cloud-based solutions, IP services, and powerful mobile connectivity. As the world grows more digitized, a strong connectivity solution will be the key to running a successful business.

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Reliable Customer Communication Requires CPaaS Redundancy



Venky Balasubramanian
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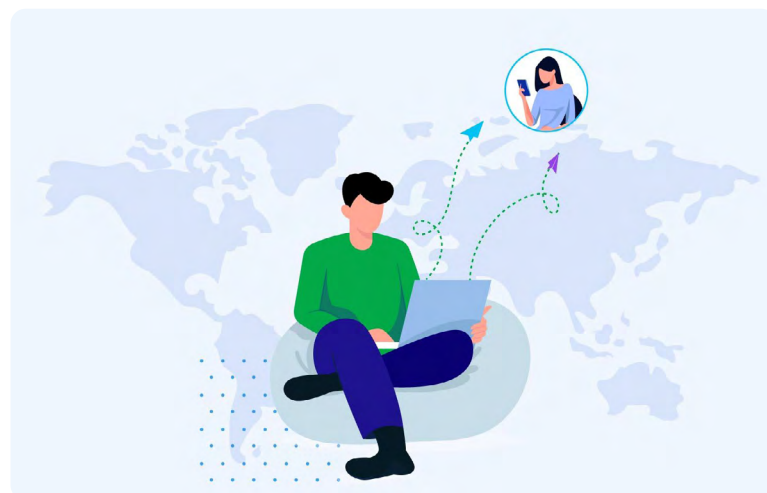
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Not so many years ago, an email blast was the most efficient way to reach customers and prospects. Today, people prefer the immediacy of real-time communications — mostly text messages and voice calls — so businesses have incorporated cloud communications platforms into many kinds of workflows to deliver important communication.

In fact, businesses have become so reliant on these communications platforms as a service (CPaaS) that an interruption could be a disaster. Imagine what could happen if the service that sent out security codes for two-factor identification failed, leaving employees and customers unable to log in or access necessary resources and information.

Redundancy. We Say Again, Redundancy

The way to ensure 100% uptime is through the use of multiple CPaaS. Businesses can swap in a second provider in the event of a service failure, and in cases of extraordinary demand, such as handling messaging communications during the holiday season. A second provider can complement the strengths of the primary platform.



Factors such as cost, reach, deliverability, and customer service add up to business value, and having a second provider maximizes the value proposition. Of course, both providers should score well in all of the key factors.

The Familiarity Factor

If a business is going to use two platforms side by side, it's best if the two share similar interfaces and APIs. That makes it easier for developers to add a second provider to their applications, or to switch a secondary provider as the primary based on the quality provided by each provider.

At Plivo, we often find ourselves in the position of a secondary vendor to Twilio. Any organization familiar with Twilio's services and APIs will be right at home with Plivo's way of doing things. Plivo provides familiar API constructs to lower the learning curve and reduce time to integrate. We offer server SDKs for seven popular web development languages so developers can use our APIs from languages they already know.

But there's more to Plivo than a familiar API. Our premium communications network relies on direct relationships with more than 1,600 carrier networks globally in over 190 countries, tied together through an intelligent routing engine. Plivo customers can make calls and send SMS messages to any number in the world, and Plivo offers best-in-class message deliverability and call quality. **Our status page** provides a transparent confirmation of our reliability.

On top of that, Plivo is known for white-glove customer support. The support team is available 24x7 to provide customers with all the technical guidance they need, as they need it. **G2 rates** Plivo number one for customer satisfaction among cloud communications platforms with a 96% satisfaction score.

Finally, Plivo's usage costs for SMS, voice, SIP trunking, and phone numbers are competitive and in most cases lower across the board than those of all of the major cloud communications platforms.

Visit **Plivo.com** to learn more about Plivo's platform and services.

Inspiring Businesses to Work from Anywhere, All Together in a Hybrid World



Paul Dunne
Senior Director,
Distribution, EMEA
Poly

poly.com

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The world, and the way we work, has changed forever. Businesses must now enable teams to work together as one, wherever in the world they may be, and the channel must support them by offering the best collaboration and communication solutions to help set them up for success at work.

What lasting effects did the pandemic, and the lockdowns have on partner relationships with vendors?

Remote collaboration has become the great equaliser. The shift to remote work has removed barriers – be they geographic or physical, and created a silver lining: the playing field has been levelled in terms of vendor and channel partner relationships.

It is now possible to achieve a 'local relationship' whether a partner is in California, Dublin or Berlin thanks to how ubiquitous videoconferencing has become.

Put simply, videoconferencing makes decision making quicker and easier. Vendors and partners alike can now easily bring together a group of decision makers in a virtual room without the diary or travel complications of before.



How does Poly support their channel partners in this new hybrid world?

In April 2020, we launched a new partner programme that brought together the best aspects of both Plantronics and Polycom worlds to enable our network of worldwide distributors and resellers to successfully stand out in the market. When the pandemic hit, our partners at all levels already had real-time access to assets, training, tools, and content so they were equipped to deliver compelling and customised solutions to customers.

This programme gives our partners access to a one-stop shop of our portfolio of smart communications devices and services for workers to stay productive, no matter where they work. This allows them to meet continuous demand for the right kind of technology to guarantee business keeps ticking over so that calls, meetings, and collaborative work aren't disrupted.

As a vendor, our products enable our channel partners to have extremely relevant conversations right now, in terms of remote

work set-ups and office meeting spaces. Hybrid working means remote workers need personal pro-grade meeting solutions such as webcams and headsets, and offices will continue to be important places to bring teams together to collaborate and ideate. As a result, organisations are looking to redesign office spaces with multiple purposeful workspaces centred around consistent experiences.

Once on a call, participants want to be able to collaborate and be able to view and annotate the same files together in real-time, so it's vital that businesses have the right technology in place to meet these needs. During video calls, our channel partners can showcase products live and demonstrate our products incredible audio and video quality.

Hybrid working is here to stay and channel businesses are ideally placed to guide businesses through their hybrid working transformation.

Visit www.poly.com to discover our wide range of UC solutions.

Fast-track your Journey to Cloud Communications



Ian Guest
Marketing Director
Pure IP

pure-ip.com

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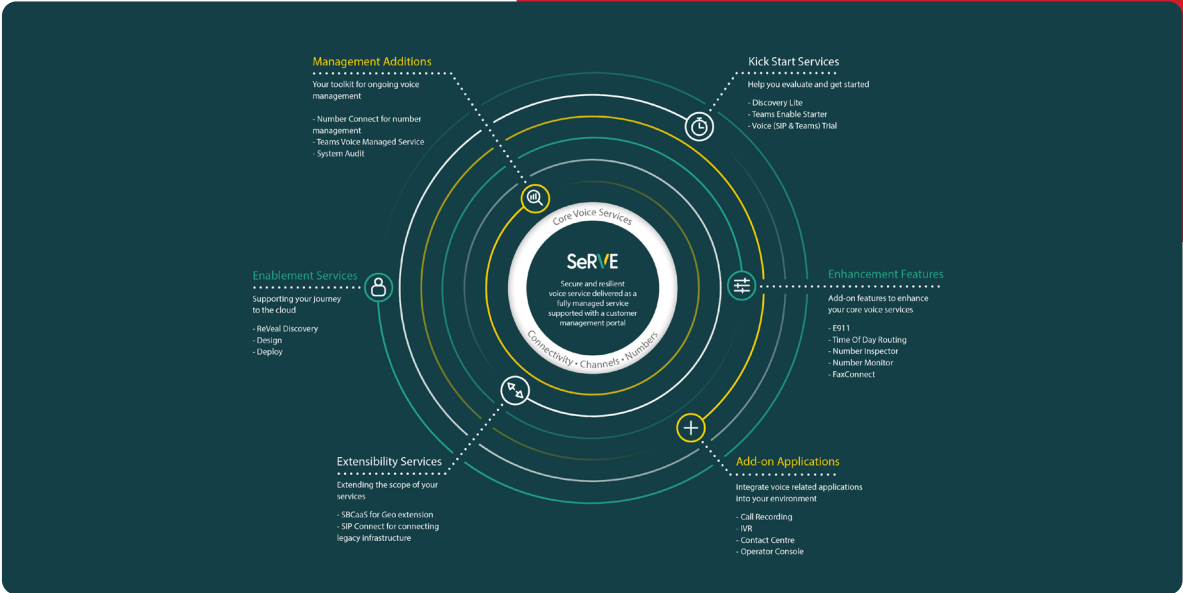
Businesses today need the convenience and flexibility of cloud communications that come with the ability to order services without having to deploy on-site hardware. However, simply tearing everything up and moving to the cloud is not an option for many businesses for reasons including investment depreciation, technical feasibility, or the sheer scale of the undertaking.

Connecting the new with the old

At Pure IP, we can help you realize the benefits of cloud telephony by consolidating your services onto a single cloud-based network. As an agnostic provider with our own SIP-based voice network, we can help you integrate and connect the old with the new and migrate your voice services at a pace that suits you.

Pure IP's Secure, Resilient Voice for Enterprise solution, **SeRVE**, combines the strength, scale, and reach of our voice network, with the speed and flexibility of our managed services, an online customer management portal that gives you total control, and 24/7 support from our team of voice experts. Designed specifically to simplify and enhance global communications for multinationals and large organizations, SeRVE can help customers eliminate the

Direct Routing with global coverage, 24/7 support & migration services



costs and complexity related to managing multiple carriers and on-premises hardware and take full advantage of the benefits of cloud communications. SeRVE solutions can be delivered for Microsoft Teams via Direct Routing or Operator Connect, Zoom Phone via their Provider Exchange, or standard SIP environments.

Supporting your migration to the cloud

Pure IP can offer a suite of services designed to support you at every step of your journey to the cloud - from the initial discovery and planning, to the design and implementation, to the ongoing support that keeps your telephony running smoothly.

- **ReVeal:** ReVeal is an automated auditing service from Pure IP that processes the technical details of your telephony environment in a matter of hours and presents it in a user-friendly report perfect for planning your journey to cloud communications.
- **Managed SBC services:** Remove the burden of managing on-premises SBCs where they are required within your communications environment and extend the geographic reach of your voice services.

- **SIP Connect:** Connect analogue and legacy communications infrastructure into a single cloud based service.
- **Discovery:** Our team will assess and audit your existing systems and requirements to design your solution and create a bespoke migration plan.
- **Design:** Taking a consultative approach that draws on the depth of our voice expertise, our engineers will help you scope out the project and define a plan of action. Get advice on the most suitable solutions for each region based on any technological and legislative requirements, incorporating your on-premises and legacy environments, plus integrating call based applications such as contact centers and compliance recording.

- **Deploy:** SeRVE includes all the porting and number configuration, but we can offer additional services to help configure your voices services Support: Once live, enjoy the benefits of our all-inclusive, 24/7 global support for your voice services, along with access to your own online management portal where you can monitor and manage your services.

Are you ready to fast-track your cloud migration? Let's talk

Billing

Billing might not be the most exciting part of running a channel partner business, but it's one of the most important.

If you're unable to bill your customers accurately, efficiently, and with a focus on excellent customer experience, then you could be leaving money on the table.

As the business landscape continues to change, and relationships between channel partners and their customers become increasingly digitized, billing is growing more complex. Today, channel partners need to ensure they have the right software solutions, automations, and tools in place to track and optimise every part of the billing process.

The Trends Shaping Billing for Channel Partners in 2022

Over the last couple of years, channel partners have faced a host of challenges maintaining and managing the crucial relationships they have with their customers. The marketplace has begun to change at an accelerated rate, with call volumes decreasing as customers look for digital channels to solve their problems. At the same time, customers are managing a global transition to the cloud, relying on IP networks to stay connected.



In this new environment, channel partners have to figure out how they can successfully bill their customers, while maintaining their loyalty and long-term commitment. Some of the trends influencing the billing landscape for channel partners this year include:

- **Increased cloud services:**
Channel partners can't simply charge their customers based on call volumes and minutes anymore. New strategies need to be developed for an age of cloud communications, where cloud services are increasingly being integrated with products like Microsoft Teams for combined collaboration and communication. The right tools for tracking usage in this landscape are essential.
- **Visibility:**
Channel partners need analytics solutions and automated tools to help them track the usage of their customers in a new environment. End-to-end visibility is essential, as is the appropriate recording and tracking of relevant information to ensure that any billing disputes can be settled with as little stress as possible.
- **Compliance and regulations:**
As the world continues to evolve, the regulations and compliance standards in place for today's channel partners present additional challenges to be aware of. Business leaders will need to make sure they're maintaining accurate visibility over their customers, without imposing on privacy.

Channel Partner Billing Tomorrow: Looking Ahead

As channel partner billing processes grow increasingly complex, there's a good chance we'll continue to see innovations in the technology teams can use to track and manage expenses. Channel partners may become increasingly reliant on AI and automation tools in the years ahead, which can help them to collect information about usage in a compliant and secure manner.

At the same time, we're likely to see more channel partners working with their customers to deliver a wider range of payment options based on their needs. This will help companies struggling to thrive in a post-pandemic world to thrive by improving customer loyalty.

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Collaborate From Anywhere Gets a Makeover - “Hybrid Work”



Greg Zweig

Director of
Solutions Marketing
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Hybrid Work, Hybrid Work, Hybrid Work...oh my! There's no hotter buzzword in unified communications. Yet, it's just a modern word for an old concept, the ability to connect & collaborate from anywhere. Head back to 2019 and talk to any road warrior or parent that needed to work from home. They would have lamented trying to stay connected and productive while working in multiple places. So, what's so different about hybrid work now? Simple: now it impacts the rest of us! And as with many things in life, it's a much more serious problem if it's our problem...

Hybrid work exposed an issue that was decades in the making. Today, organizations are finally addressing it by migrating to Microsoft Teams, Zoom, RingCentral and many other cloud-based communications services. However, the transition is not always simple, especially for multi-site organizations. Larger organizations face four big challenges:

1. Not everyone is a hybrid worker - millions of people still need a traditional desk phone & PBX service to do their work (hospital nurses, retail workers, manufacturing, etc).
2. Replacing everything requires paying to replace everything. Even if the business case is compelling, writing a check to do everything, today, might be impossible.



3. Even if budget isn't an issue, migrating thousands of users or hundreds/thousands of sites requires planning, training, and coordination – meaning it takes time.
4. Existing PBXs were installed over decades. They are tied into emergency systems, contact centers, fax machines and countless other business processes. Those services need to be maintained, migrated, or updated.

Our team at Ribbon has been dealing with these four issues for more than 15 years, creating solutions that interconnect different brands and different generations of technology. We call it the “agnostic core”. Ribbon's roots are in building the fabric of carrier networks, so they have interoperability in their DNA. We apply that same paradigm to large enterprise networks.

In the agnostic core, **Ribbon's infrastructure** leverages its carrier scale to connect everything to everything. We use industry standard SIP, PRI & analog solutions to ensure existing PBXs/contact centers and newer clouds services can all “talk” to each other. This allows calls to be seamlessly routed from one legacy system to another or to a new

cloud service, leveraging a common dial plan that IT staff can centrally manage.

Additionally, Ribbon elements integrate with Microsoft Active Directory, making it easier to add/remove users or “repoint” their phone number from a legacy system to a cloud service. This makes it possible for IT staff to move one department or one site to the cloud without disrupting connectivity to other employees or customers.

Ribbon's SBCs and centralized management tools monitor the health and safety of the entire communications network. Then, our analytics tools use machine learning to look for patterns and watch for known bad actors. These tools can automatically take action to respond to unauthorized network access, cyberattacks, denial of service attacks, fraud attempts, and network quality incidents.

Many enterprises are more anxious than ever to **address hybrid work environments**. They simply need a rational way to get there and we, at Ribbon, are helping to make that happen.

Finding the Right Communications Partner for the Future



Juan Pablo Salazar
Field Marketing Manager
Soprano Design

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It's relatively easy to find a mobile communications supplier these days, but at first glance, the list can be paralyzing and overwhelming to make an actual decision or even start your search.

It's important to find a partner that goes well beyond simply providing solutions. Being a true technology partner means relationships are trusted, collaborative and long-lasting. As someone entering our world of CPaaS, it's imperative to find a partner that is also consultative – meaning they can guide decisions to meet a business strategy and set the right guard rails in place for the future.

Working with large organizations (including governments) has huge advantages. Not all companies stay small, which means a partner should always be ready to deploy at whatever scale necessary. Wouldn't it be nice to have someone who brings a wealth of knowledge from experience?

It doesn't take long to see that most of our industry doesn't do a great job of painting a picture of what the future could look like. Implementing quick solutions for the here and now rarely makes for a great investment and leaves the organization to clean up the mess.

That pattern needs to stop.



Communications Inspired by Global Experience

Different markets and industries have unique mobile communication problems to solve. Soprano works with large organizations and governments in every corner of the globe, and as a result:

- Our experience spans across five continents through a network of mobile network operators and direct customers.
- We have staff available 24/7 who can support in native languages and offer local market knowledge.
- Our global presence puts us at the forefront of new solutions, capabilities and functionalities based on market needs, which are quickly made available to our clients.
- We care about understanding trends and changing situations, and this level of detail allows us to present precise insights on how clients can overcome current challenges through mobile communications solutions.

Above all, we have a thorough understanding of how a communication solution like our CPaaS – **Soprano Connect** – will help them. We've seen

how companies worldwide have benefited from our solution and as a technology partner, can roll out new functionalities and capabilities fast because we know exactly what to expect.

What to Expect From Soprano As Your Technology Partner

As a technology partner, we strive to give clients the ability to control and design communication experiences with their own clients, employees and suppliers. Our BDMS are in constant contact with our clients to explore new CPaaS use cases where our solution can improve their processes.

What's more, our understanding of different sectors, and the trends and challenges they each face, enables us to lead clients through applying our solutions in a personalized way. We're aware that every company has different needs and that even within the same company, communication needs between departments vary in terms of audience, urgency and channels.

Find out more about working with Soprano and receiving seamless, code-free integration for all your mobile communication needs.

The Next Battlefield in the Mobile Engagement Revolution



Jeff Bak
Vice President, Enterprise
Syniverse

syniverse.com

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Application-to-Person (A2P) SMS was once the bleeding edge of mobile customer engagement but today, that's just table stakes for mobile customer experience (CX).

Communications Platform as a Service (CPaaS) offers enterprises many more ways to expand and enrich mobile CX, becoming a major driver in enterprise efforts to develop a more mature digital transformation strategy. The CX aspect within has evolved from necessary evil to strategic imperative in today's "experience-first" economy.

While A2P SMS globally has slowed to a 6% annual growth rate, the CPaaS market continues to grow at 40% annually. Service providers, like Syniverse, have found success providing enterprises with critical tools to transform their CX into the strategic differentiators required for key players in any industry.

At Syniverse, we see a new battle forming in the mobile engagement revolution — one we feel uniquely positioned to win as we continue to help enterprises perfect digital transformation strategies and CX evolutions.

The Next Wave of CPaaS Is Upon Us — Causing the Industry to Pivot Quickly

CPaaS market growth has been fueled by "digital natives," the newcomers, such as over the top (OTT) players, fintech



customers, and the FAANG portfolio of tech companies like Facebook, Apple, Amazon, Netflix and Google, looking to disintermediate established brick-and-mortar companies.

Digital natives undoubtedly made an impact but didn't take over the world, with plenty of surviving brick-and-mortar companies not made up of coders. These "digital adopters" often struggle with digital transformations and aren't interested in building from scratch.

Taking Customers From Digital Adoption to Digital Transformation

Candid conversations with customers show demand for customized, intelligent, coordinated mobile engagement solutions that are overdue for many Fortune 2000 enterprises. The COVID-19 pandemic accelerated things as social distancing made mobile engagement the primary means of customer interaction.

The Syniverse approach is to form strategic partnerships with digital adopters who rely on us to help develop, tweak and expand mobile customer engagement experiences with a white-glove approach, allowing them to focus on business. While digital adopters lagged behind digital natives, that hasn't stopped them from having a clear notion of how they want to engage with customers.

Commonly Requested Engagement Solutions include:

- A variety of pre-message checks to verify phone numbers and perform security checks (i.e. SIM Swap detection).
- An ability to send messages via the customer's preferred channel, with a fallback option if the message doesn't get through.
- An ability to coordinate a coherent "conversation" across multiple channels.
- "Plug and play" solutions that must be able to connect and integrate with existing ERP SaaS platforms, allowing those systems to feed information to the CX solution aiding the customer, and also supporting feedback.

Delivering these solutions requires an orchestration engine — another critical component success available from Syniverse.

While a rich CPaaS portfolio is absolutely required, the real value comes from leveraging with connectors and integrations for truly unique CX solutions. Digital adopters need a co-creation partner to develop and enhance these solutions and in the blossoming digital adopter mobile CX market, Syniverse is the perfect match.

Pro Services

As the market for communications and connectivity grows increasingly competitive, channel partners need to work harder to set themselves apart from the crowd.

Professional services, or “pro services,” are one of the most effective ways for a partner to outshine the competition.

Capable of taking various forms, professional services can deliver a host of additional benefits to your customers when they’re leveraging technology for your team. Depending on the skillsets you have access to, and your available technologies, you can offer everything from financial consultancy to third-party engineering services and training.

The Trends Driving Professional Services for Channel Partners in 2022

Increasingly, business leaders are looking to do business with companies capable of offering them long-term benefits, and personalised support. Today’s customers want to build long-term relationships with the partners they’re purchasing technology from. Access to professional services can make these meaningful relationships more likely.



Professional services as an added extra for the channel partner landscape is a flourishing space, particularly as the marketplace continues to evolve. The old-school hunter-style channel partner is rapidly being replaced as businesses start to pay for services more consistently on a subscription model. Some of the trends driving professional services for channel partners include:

- **Training:**
Though there are many different kinds of professional services channel partners can offer, training is growing increasingly popular, particularly as companies make transitions into new cloud-based ecosystems and different technology landscapes. Many businesses need to migrate into new tools and technology, which requires the support of a service provider capable of offering exceptional training and support.
- **Engineering:**
Engineering solutions offered by channel partners are also growing incredibly popular, particularly as companies look to adapt and evolve in a more agile manner. Hiring in-house engineering resources is expensive, and teams want to keep costs as low as possible. Third-party, white-labelled engineering resources can save partners significant time and money.
- **Bespoke services:**
As mentioned above, many business buyers are beginning to hunt for more personalised and customised solutions when investing in new technologies. Channel partners who can offer customers more opportunities to

adapt and change their service solutions to suit their needs will stand ahead of the competition.

Professional Services for Channel Partners Tomorrow: Looking Ahead

Professional services offerings provide channel partners with a powerful way to outshine the competition and build lasting connections with their target audience. Through carefully-built packages of services and technology, a channel partner can build a valuable long-term relationship with their customers, ensuring ongoing revenue.

Whether they’re providing training, bespoke services, engineering, or financial solutions, however, these channel partners will need to make sure they’re regularly analysing their customers and paying attention to their preferences. Implementing the basics of exceptional customer service will be crucial, and many channel partners might find themselves turning to AI and analytics to get a better understanding of their audience.

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Bigger, Better, and More Profitable!



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Managing Director
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Download our complimentary whitepaper and find out how an **ICT billing software provider** can help grow your business.

It's no secret that the IT and communications landscape is evolving rapidly due to changes in technology and business behaviour. In the UK, the imminent withdrawal of WLR3, the transition to FTTP, the rollout of 5G, and the increasing dominance of cloud services, each represent substantial technological change for the channel.

Demand for new technology is being driven by changes in buyer behaviour and expectations. We're seeing an ever-increasing migration from fixed line services to mobile and data as businesses increasingly opt for mobility and 'work from anywhere' solutions. Consumerisation of B2B relationships means business users expect the same level of service they get in their personal lives from their work interactions, and there's a growing preference amongst business customers to source all ICT services from a single supplier with one bill.



All of these factors give rise to a wealth of opportunity that is sure to reinvigorate the channel's role in the supply chain and offer huge potential for channel businesses to differentiate their propositions and add value. However, due to rising costs, pricing for communications services becoming increasingly regulated, and a general trend towards unlimited bundles, channel businesses need to ensure that they're doing everything possible to maximise profitability.

The key to monetising emerging opportunities whilst ensuring a worthwhile profit, is by adopting effective billing strategies. A channel business needs a billing solution that is flexible, with features that will help them to enter new markets and create competitive product offerings that stand out from those of competitors.

This is where we can assist. Our mission is to help our partners become bigger, better, and more profitable by using our award-winning billing and provisioning software. Our software takes much of the effort out of the billing process and, because all our solutions are agnostic, you have the added benefit of being able to cherry pick the most attractive services from unlimited suppliers



to build the most competitive portfolio of ICT services.

Our solutions can process **telecoms billing**, service charges, maintenance, software license charges, and many other types of contractual arrangements. It will then consolidate these services into a single bill for your end user customers. Coherent, consolidated billing is a major selling point for customers and can be as important to them as cost savings. This also means you can achieve complete and continuous visibility of customer profitability, maximising your margins without need for intensive manual analysis.

Union Street also offers consultancy services to assist you with optimising your billing process. If the prospect of managing billing under your own roof appeals but, you don't have the resources available to manage this in-house, our Bureau Service is the perfect solution. With this service we manage the preparation, generation, and dispatch of bills on your behalf. This can be a great way of getting started quickly whilst outsourcing much of the work involved to our expert team.

Voiceflex Flow

All your Communications Needs in a Single Environment



Paul Taylor

Sales & Marketing Director
Voiceflex Ltd

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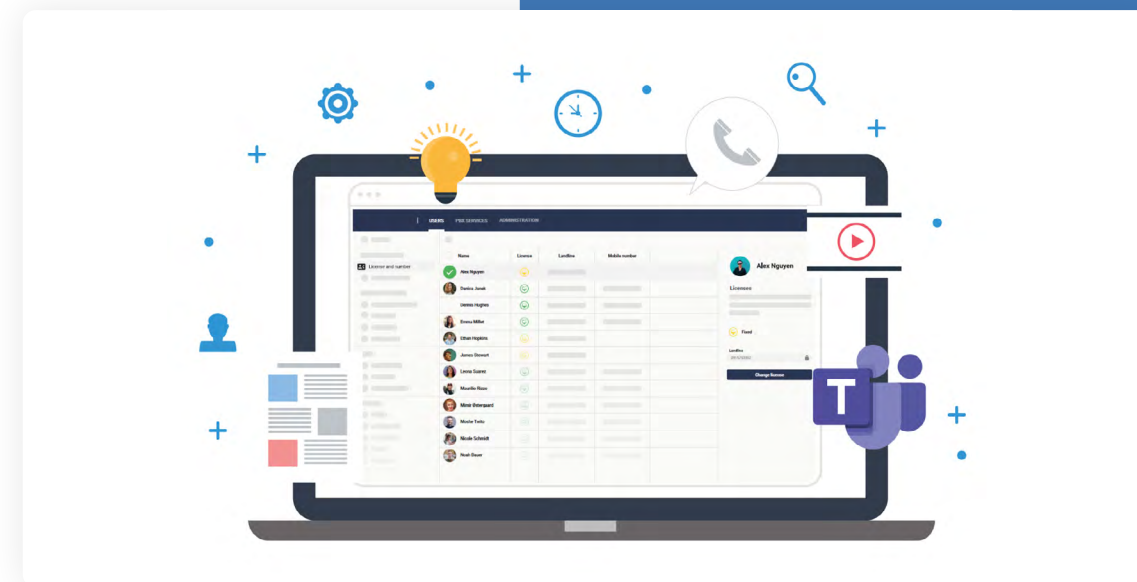
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The way we communicate has been changing over the years, but the pandemic accelerated that change and UCaaS has leapfrogged 5 years - Microsoft Teams became an alternative UCaaS telephony application overnight and now has 270 million monthly active users. It is not about the traditional 9.00 am – 5.30 pm work in the office but work from anywhere and at any time, and communication systems must be able to enable this flexible working efficiently and effectively. Plus, customers expect to be able to contact you whenever they need to and in multiple ways. Business communication is vital.

Voiceflex joined forces with Swedish comms provider Telavox to launch Voiceflex Flow, a UC-first hosted telephony application. A partnership that has been reported to make Voiceflex the largest strategic partner to Telavox in Europe and marks a significant ramping up of the UK service provider's play in the hosted space.

"We looked all around the world to find a product that fitted our ethos, an organisation that was UC-first and embedded in MS Teams - not just middleware, but embedded.

"Like us, Telavox is an 18-year-old company, and the two founders still own the majority of shares. We wanted to add value to a partner that wanted to make us successful. UCaaS is a competitive marketplace, to succeed, the application has to be disruptive not only with the feature set but also the commercials."



Voiceflex Flow is a unified platform offering both communications and Omnichannel. It is a centralised platform delivering a business communication application that is flexible, agile and handles inbound and outbound interactions in a more efficient and personalised manner. In addition, you get a 360° view of the customer interactions and history as well as being able to manage the entire customer support experience in one place with no need to switch platforms. Coupled with an easy-to-use self-service admin portal, Admins can quickly change the setup of their voice and customer service environment, manage users, costs and security through one portal rather than logging into many separate systems, staff can stay in touch with each other, prioritise incoming queues and have different strategies for handling calls ensuring customers can be routed automatically to the right agent by leveraging data from CRM systems. Plus, with Microsoft Teams being native to Voiceflex Flow, users get presence sync and all unique advantages to improve communication between your employees as well as your customers. Thus, all leading to better service and greater customer experience and customer satisfaction.

Customers want to contact businesses on the device they are using; phone, mobile, laptop, or computer, and they want multiple options - not just voice calls – they also want email, chat, social media, or text messages. We, therefore, have

various license models including an entry level license that just takes a handset - so you have the handset license, the full UC licence, and then the omnichannel applications, which will be available in May. Partners can purchase omnichannel licensing and then select the required applications – WhatsApp, email etc. - rather than buy a full licence for just one application. This gives our channel the ability to really pick and mix according to their clients' needs.

We expect Voiceflex Flow to appeal to resellers with a hosted product that doesn't cover UC, and resellers that want something new and fresh in the marketplace with USPs. It will also appeal to IT resellers leveraging Voiceflex's Nebula application as a straightforward upgrade to full UC. And will catch the eye of resellers just selling PBXs. It's an easy migration.

Regardless of where a call happens - over PSTN, mobile, Microsoft Teams, or the internet - the experience and features are the same.

If you are looking for all the benefits of internet-based telephony and collaboration in one full-featured communications application, then Voiceflex Flow is for you.

If you frequently scale up or down with remote and/or contract workers, Voiceflex Flow is for you.

A Vendor you can Trust in Powering Tomorrow's Conversation



Carlie Adams
Head of Channel Sales
Xarios

xarios.com

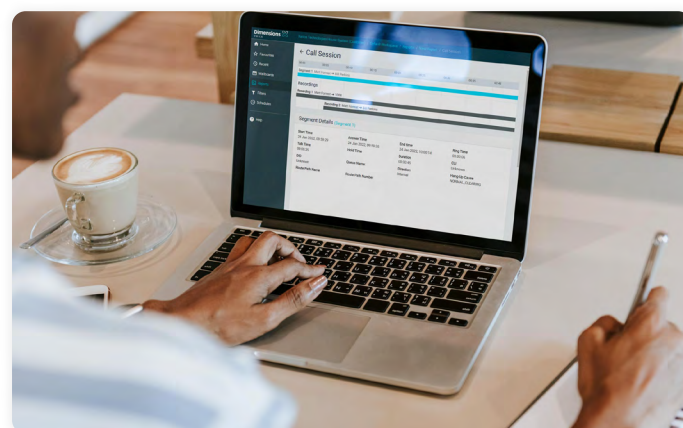
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Established in 2007 as an independent software vendor, **Xarios** initially developed call recording, analytics, IVR and unified communications clients under both its own brand and Mitel's brand. Since those early products, Xarios has also provided a complete Unified Communications product range, including Contact Centre as a Service build, around a highly flexible, scalable and resilient cloud telephony platform.

As a channel-focused business, the strength at Xarios has always been seen throughout the reseller community as our support and development, particularly with integrations between business applications to give customers a much-improved user experience. As our products continue to develop, we aim to continue building on the solid foundations we have created so that our resellers continue to receive excellent products and the key support to which they are accustomed.

Keeping things simple in a complicated world

With a long-standing knowledge of the telephony/UC market, Xarios' products have been widely adopted by end-users for Call Recording, CRM Integration and more advanced IVR requirements. The easy-to-use interface that flows through the product range is well known and extends into the latest additions of the Xarios portfolio. Ensuring that resellers and



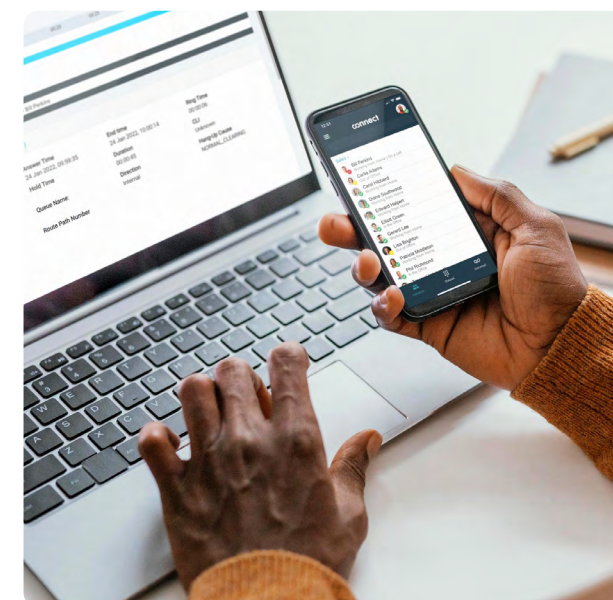
customers alike can quickly learn how the products work is key; customers want products that work and are uncomplicated in their appearance.

Experience shows the way

Dimensions Voice gives resellers an alternative UCaaS offering, allowing BYOC and full white labelling. With a strong focus on a voice-first approach to unified communications, we have used our expertise to deliver a resilient and scalable solution complemented with exceptional core telephony functionality. As businesses look at a move to cloud-based systems, they shouldn't be concerned about what features they might lose but be excited about the benefits that cloud telephony brings whilst retaining the fundamental telephony capabilities of their on-premises PBX. Being able to route calls, as before, should be a given, and yet we often see that telephony is overlooked in this modern cloud world in favour of advanced AI and Omni-Channel features.

What's next?

Resellers want vendors with which they can build relationships, and they want products that can be adapted to suit the needs of their customers. With no two customers being the same, it's important that resellers adapt their offering to meet a customer's needs, regardless of the complexity. Here at Xarios, we are aware of the 'simple' needs yet also how some customers' needs can be extremely complex. Dimensions Voice caters to each end of the scale yet keeps the same simplistic user interfaces.



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voice, video, chat, and APIs.**



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