UC MARKET GUIDE

2022

Essential Insights for
Tech Professionals

UC is More Important

Than Ever

The unified communications market is beginning to move beyond the frenzy of 2020 and into a more sustainable period that will see businesses make well-thought, calculated decisions – as opposed to the snap judgements made to keep the lights on a couple of years ago.

In the age of hybrid work, IT buyers have to take into account considerations beyond just video, which dominated the first two years of the decade. A true unified offering is needed as employees switch from home working to anywhere working.

People may be harder to reach on video than they were during lockdowns, making compelling voice and chat features paramount to keeping people connected. It's for this exact reason that many in the industry are expecting voice's importance to rocket again over the coming months.

This is demonstrated in the fact that many vendors are launching bring-your-own-carrier offerings in various forms and with various names.

But that's not to say that video isn't still important; it's more a sign that many businesses who adopted collaboration platforms in the pandemic are ready to evolve these into true unified communications solutions – most likely delivered in a UCaaS model.

That said, businesses are now becoming more aware of the effects of back-to-back video meetings on their workforce, which is another crucial reason to dilute video and compensate for this with other methods of communication.

A number of vendors have placed a greater emphasis on asynchronous communication, meaning messages – video or audio – that are recorded by the sender and sent with the expectation that the recipient replies when they can, not instantly.

This is a prime example of how the UC industry is evolving to give its customers a full suite of communication tools that enables workers to be both healthy and productive.

The Future is Hybrid

All of this is, of course, against a backdrop of hybrid work that will see people working remotely and in the office. This means it's more important than ever for businesses to ensure their hardware is fit for purpose - be that headsets, webcams, audio bars or room kits.

This challenge is being met by a wave of innovation from hardware and software vendors in the unified communications space. It may take businesses a bit of time to land on the hybrid model and technology that works for them, but they certainly won't be short of options.
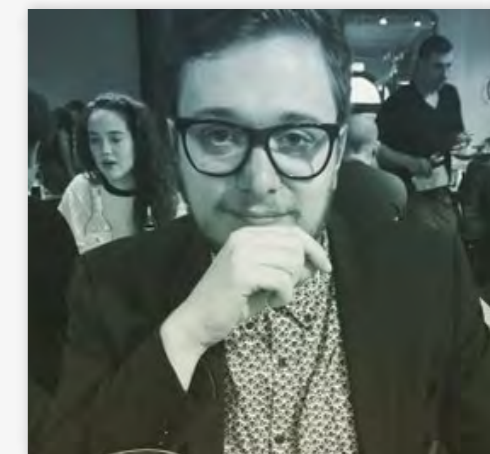
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UC -
Unified Communications

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Unified Communications is a rapidly growing market, and a concept gaining new understanding in a digitized landscape.

The global market for Unified Communications (UC) has soared in popularity over the last couple of years, with a 29.2% YoY growth rate. Today, experts like IDC believe worldwide growth of UC, and UC&C (Unified Communication and Collaboration) will be rapidly accelerated by the shift to the new world of hybrid work and digital communication.

Since the start of the pandemic in particular, we've seen a comprehensive change in the way people identify and implement communication technology. An age of "true unified communication" appears to be finally dawning.

The Trends Shaping UC in 2022

In the past, Unified Communication technologies were simple solutions intended to connect a handful of systems, from fax and email to voice communications. Now, a comprehensive Unified Communication landscape requires a commitment
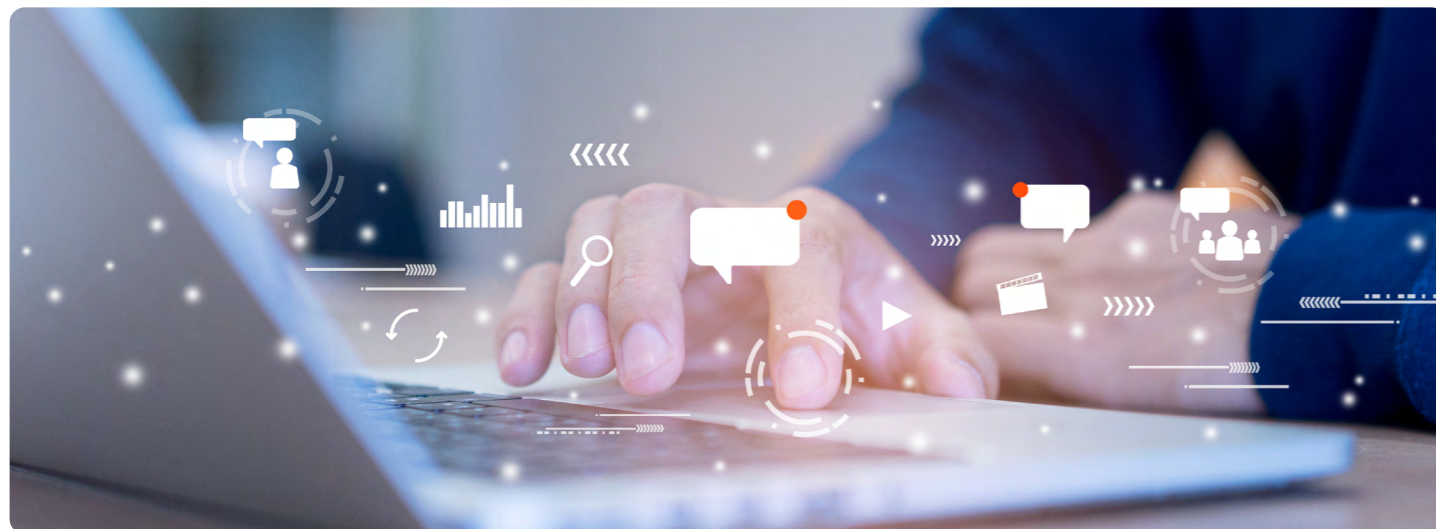
to manage all kinds of communication technology, including asynchronous messaging, social media, video, and more.

For many companies, the ideal way to embrace UC is an investment in the cloud, allowing for the more agile and scalable adoption of new tools and technology. Some of the most significant trends influencing the UC environment today include:

- **Integrated and embedded communications:** Integrated and embedded communications involve using APIs, SDKs, and other tools to implement more communication technology into the tools teams use daily. By bringing communication solutions like video conferencing, calls, and messaging into more of the tools teams are using, companies can ensure a consistent collaborative experience for staff.

- **Hybrid and flexible work:** The rise of flexible work is prompting new considerations about the way teams communicate and collaborate. An increasing focus on employee experience means teams need to ensure that all communications technologies are easily accessible, flexible, and aligned. In the age of hybrid work, we're even seeing the new rise of specific kinds of communication like asynchronous messaging and video conferencing.

- **Direct routing:** Part of ensuring an excellent experience for employees involves making sure they can access the tools they need in the technologies they feel comfortable with. Direct

Routing has emerged as a powerful new way for business leaders to maintain the relationships they already have with communication vendors, while connecting ecosystems like Microsoft Teams, where employees spend the majority of their time.

UC Tomorrow: Looking Ahead

The old-fashioned and somewhat clunky definition of Unified Communications is rapidly being replaced in an agile and digital world. We're living in an environment where the UC stack is quickly emerging as an essential tool to connecting and synchronizing teams wherever they are. In a future where hybrid and flexible work seem to be essential, a strong UC strategy is crucial.

Going forward, investments in UC will be driven by an increased focus on employee experience, and keeping teams unified wherever their work might take them. At the same time, we're likely to see an increase in the number of highly flexible Unified Communications ecosystems built specifically to suit the needs of certain teams and brands.

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Zoom: Connecting the Modern Workplace to Elevate your Brand Experience

zoom

Customer experience can be defined as the total engagements a customer has with your brand. To ensure those engagements are positive and deliver an exceptional brand experience, organizations adapting to a new hybrid work model must also reimagine how customers and employees interact. The employee experience, after all, is one of the biggest drivers of customer retention, with Gallup reporting that companies with the happiest employees showed **147% higher earnings per share** than their competitors.

To ensure your key stakeholders are happy requires a deeper focus on empowering employees to do their best work, from anywhere. Zoom can help you elevate your customer experience, keep employees engaged, and support the ever-changing demands of the modern workforce with solutions for:

Flexible collaboration

The uptick in **hybrid and remote employees** requires secure, seamless collaboration across physical and virtual channels. Zoom's meetings, webinar, chat, phone, and whiteboard solutions enable frictionless communication

Oded Gal
Chief Product Officer
Zoom Video Communications

zoom.com

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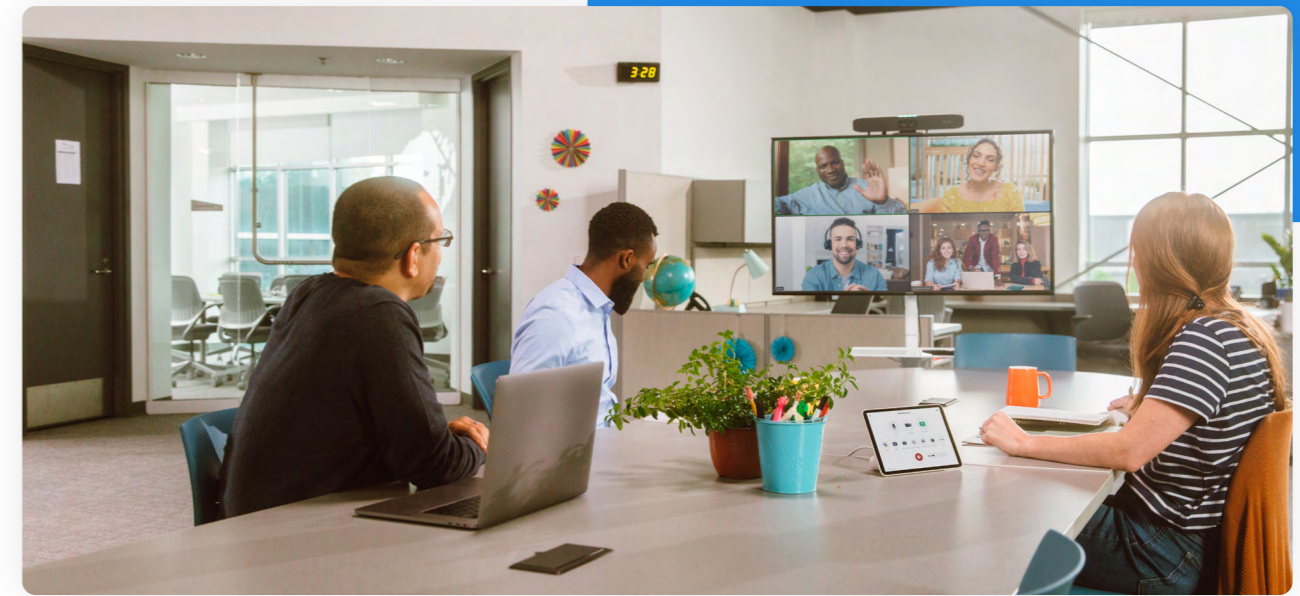
throughout the workplace with the freedom to connect from almost every device. Upgrade your conference room experience with **Zoom Rooms** by promoting real-time interaction between in-person and remote attendees. Our **Smart Gallery** view uses AI technology to create individual video feeds of in-room participants and level the meeting field for remote participants.

Enhanced experiences

Give your customers support experiences that create raving fans with Zoom's video-first, omnichannel contact center. Offering multi-channel solutions on the familiar Zoom platform, **Zoom Contact Center** empowers employees to consolidate interactions and provide empathetic support when connecting with customers. Whether through chat, phone, video, or other digital channels, Zoom Contact Center allows you to engage customers how they prefer to connect and provide a more human interaction with your brand.

Virtual events are here to stay, as a recent Qualtrics study cited 62% of surveyed participants preferred hybrid events with the option to attend virtually. **Zoom Events** helps organizations host engaging, dynamic events of any size that capture the excitement of an

in-person conference with the ease of being at home. From registration and ticketing to the networking-friendly Expo floor and post-show analytics, Zoom Events is the turnkey solution to host your next unforgettable experience.

Intelligent integrations

With companies using an average of 130+ apps for productivity, there's never been a bigger need for seamless integrations. The **Zoom App Marketplace** features nearly 2,000 apps and integrations to bring Zoom into your most popular solutions. **Zoom Apps** streamline workflows, empower teams, uncover new efficiencies, and drive engagement by bringing your favorite workplace, conversation, and file-sharing applications directly into the Zoom platform.

Zoom Meeting SDK and **Zoom Video SDK** allow developers to build fully customizable, scalable, video-based applications on Zoom's secure, reliable, video-first communications platform.

The future is here

Zoom can help modern teams connect, collaborate, and deliver personalized customer experiences. **Learn more.**

4 Reasons Why Deltapath UCaaS Is The Answer To Cisco Unified Communications Manager - End of Life / End of Sale Announcement

Shirmattie Seenarine
Director of Communications and Technical Publications
Deltapath

deltapath.com

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When communication is effective, it keeps everyone connected and allows businesses to excel so they don't fall behind the competition. Deltapath works with companies across all industries to fill the communication and collaboration gaps through its cloud-based Unified Communications solution, also known as Unified Communications as a Service (UCaaS).

As more companies move to a distributed workforce and remote work, it will drive the adoption of UCaaS. According to Fortune Business Insights, the UCaaS market is expected to grow to 69.93 billion in 2028, a giant leap ahead from 25.85 billion in 2020.

The popularity of UCaaS is not only driven by the workforce but also by other benefits. According to Callharbor, more than 30% of companies have reported saving approximately 161K per year on IT expenditures with the adoption of UCaaS and reduction of apps. So as UCaaS continues to gain momentum, the question is no longer about whether you will implement UCaaS, but when.

Cisco CUCM customers who leverage Deltapath's UCaaS platform can enjoy these benefits and more. For instance, Deltapath's solution is easy to use and flexes to meet the demands of businesses of all sizes. Here are four more reasons why Deltapath's UCaaS solution is the **answer to CUCM.**

1. No Need to Replace All Your Cisco EoL / EoS Endpoints

If your Cisco endpoints are approaching end-of-life, it means your phones may not work or be supported by Cisco Collaboration Flex Plan.

Deltapath makes sure your investments work longer. We support many deprecated and end of sale/end of support Cisco phone models announced in CUCM releases 14, 12.0x, and 11.5x.

2. No Need to Purchase Servers or Equipment

A UC cloud-based solution means your company can scale up or down to meet the changing demands of your business anytime. **Deltapath UCaaS** comes with everything you need to be successful. You never need to buy or upgrade hardware and software because your infrastructure is operated and managed by us.

3. Enjoy a Subscription Pricing Model That Is Lower Than Your Current Annual Maintenance Cost

As a UC company for over 20 years, we focus on bringing our customers excellent communication and collaboration solutions that keep employees engaged, customers satisfied, and businesses competitive. We also learned a few things about creating powerful products at affordable prices so companies of all sizes can take advantage of centralized communication with enhanced productivity through workflow integrations.

4. Employees Have Access to the Same Enterprise Level Resources

A distributed workforce and remote workers have created numerous needs for companies worldwide. The Deltapath UCaaS platform ensures business continuity by giving employees access to a robust suite of UC services:

- Business mobility app
- Desktop softphone
- Unified messaging
- Team collaboration channels such as video conferencing
- Audio and video calling

Future-proof your business today and become your best self with Deltapath's communication and collaboration solution.

UC TODAY

Maximizing VoIP to Better Reach Customers

MightyCall

Maria Horeica
Business Development
Manager
MightyCall

mightycall.com

Business around the world had already been trending more towards a digital, seconds-long battle to capture eyeballs amidst a bevy of distractions and options available at the average person's fingertips. When Covid-19 fast-tracked the process of digitalization for most workplaces, companies were left scrambling for smarter and more modern tools to keep efficiency up in the new reality of business.

The backbone any company should set for this newly modernized age is a unified communications platform, and the key to good unified communications as a service (UCaaS) is VoIP. VoIP experienced significant growth despite the pandemic, since white-collar work was forced to go remote, thus necessitating new tools for every employee to effectively communicate. The industry is currently valued globally at over $85 billion and is forecast to continue its upward trajectory.
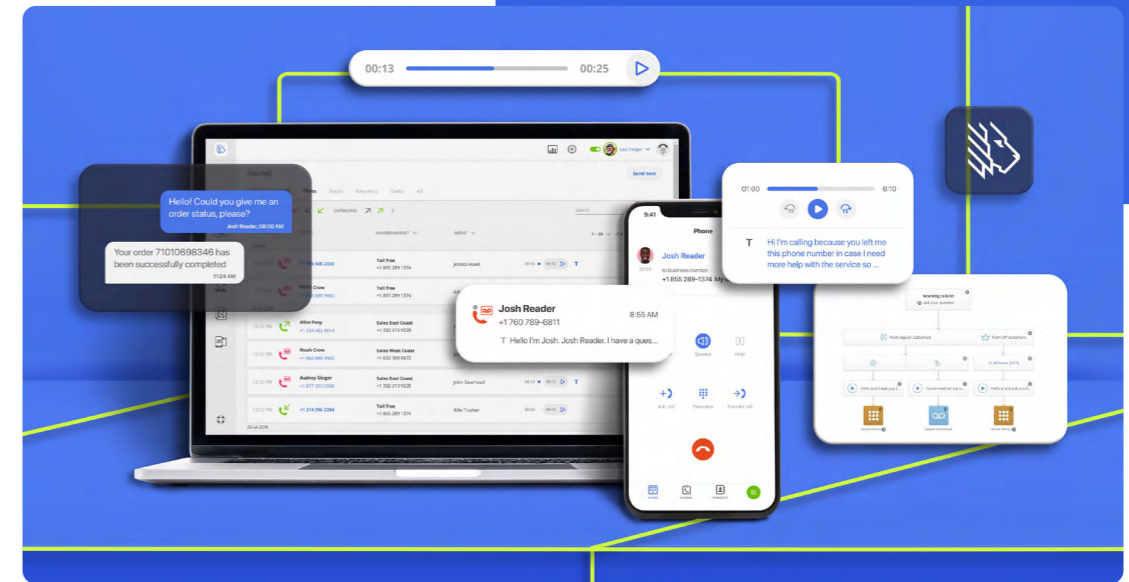
VoIP has primarily grown due to its usefulness to businesses of all sizes, as multinational corporations need the full array of **business phone features** to manage their customer and internal communications, and small businesses can often benefit from more basic uses like setting up call trees or sending calls to voicemail when staff are busy. The overall flexibility VoIP brings a company and the wide array of features within the system, from call recording and visual voicemail to conference calls and IVR, set the pathway for better customer outreach and support for a fraction of the price of most CRMs.

While some CRMs have tried emulating and implanting VoIP features into their systems, none have yet to outdo experienced VoIP providers, which is why every business that runs a CRM should also be running a VoIP phone system. For small businesses on a budget, VoIP may be an even better investment. It is in this regard where **MightyCall** shines.

The biggest names in the VoIP industry have geared their products toward Fortune 500 and other large companies, making their systems too expensive or intricate for

companies with less than 100 employees to justify using them. MightyCall has taken the heart of a professional call center solution and scaled it down, morphing it into a visual, easy-to-use tool that any entrepreneur can use.

Small and mid-sized businesses need the same capabilities that big businesses have, and in some cases, smaller companies have an even higher bar for building a brand that attracts loyalty and referrals. Embracing MightyCall, which provides a VoIP platform cheaper than the market average but without sacrifices to call quality or feature set, lets small businesses set the groundwork they need to better communicate with customers before they even call.

Whether it be targeted customer greetings, call flows to maximize your best staff, or just keeping a careful eye on call statistics and recordings and adjusting accordingly; the VoIP toolbox means every customer communication can be maximized. By paying less for the same power, MightyCall leads small business to UCaaS efficiency so they can compete and thrive in the modern business marketplace.

Connecting the World with Innovative, Secure, and Managed Cloud Communications

KANDY™
an **AVC**technologies company

Jeff Singman
SVP Sales & Marketing
Kandy Communications

kandy.io

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Kandy helps you reap the benefits of cloud-based communications an innovative Unified Communications as a Service (UCaaS), Microsoft Teams Direct Routing as a Service (DRaaS), SIP Trunking as a Service (STaaS) and Communications Platform as a Service (CPaaS) solutions, integrated on a multi-service backbone. Kandy enables improved business communications with enhanced workflows, rich omni-channel engagement experiences, and a powerful portfolio of APIs for embedded communications and applications. Kandy takes pride in serving the needs of mid-size to large enterprises, as well as service provider and reseller channels, with proven success in multi-site, multi-national deployments for 100k users or more. Our channel model offers flexible service packages, and white-label options, ensuring the best possible economics for both our partners and their enterprise customers.

Kandy makes communications frictionless and available on any device, anywhere with UCaaS

The unique **Kandy** soft client suite is a complete Unified Communications and Collaboration solution for enterprises. Leveraging a feature rich cloud-based platform, **Kandy** offers advanced calling features, audio and video conferencing, collaboration, screenshare, whiteboard, IM, group chat, presence and more, on desktop and mobile clients. You can bring your own carrier (BYOC) or use Kandy's global PSTN network to make connectivity easy and simple for your global customers. A wide range of the industry's most popular traditional SIP phones are also supported enabling service providers and channel partners alike to better serve enterprise needs.

Unifying UCaaS and Microsoft Teams Direct Routing as a Service in a multi-service backbone

Kandy enables Microsoft Teams users to connect securely to the rest of the world with Direct Routing as a Service.
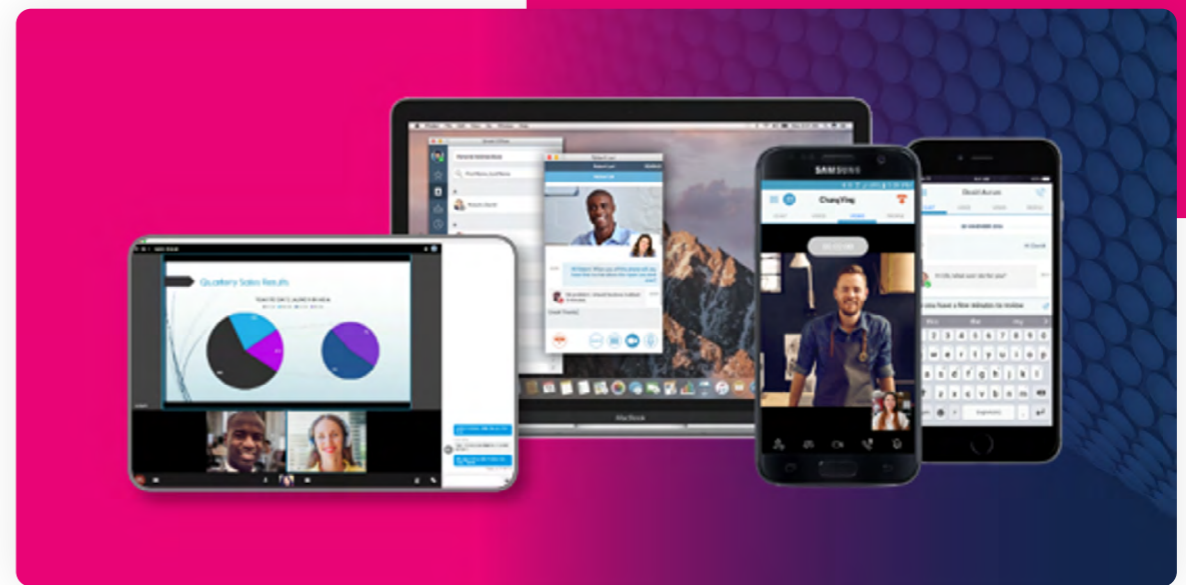
Using a unique digital portal, Kandy configures and connects Teams to your existing phone carrier, and efficiently imports and manages users, numbers, SIP trunks, and service bundles. And because it's all in the cloud, no site visit is required. You can integrate Kandy UCaaS, Microsoft Teams, and other third-party services on Kandy's multi-service backbone to better serve your own enterprise needs such as existing contact centers, and a mix of knowledge and task-based users. Kandy excels at integrating complex multi-site, mixed communications environments including existing enterprise telephony systems, PBXs, contact centers, and legacy analog services.

Embedded communications for the modern world with CPaaS

Kandy lets you embed real-time communications into your enterprise business applications and workflows, using programmable communications APIs, and SDKs, for desktop and mobile applications. Carrier-grade messaging, chat, voice, video, 2FA, billing and provisioning APIs are available through a self-serve, e-commerce marketplace, and can integrate into your back-office systems. The Kandy digital marketplace portal leverages a multi-service backbone that allows you to overlay UCaaS services with your own

CPaaS based solutions, as well as third-party communications applications and services, in order to protect your existing investments.

Kandy's fully cloud-based enterprise solution

Some of the largest multinational companies use Kandy to communicate with team members and customers around the globe. These companies depend on Kandy's high performance, reliable, and secure cloud communications solutions to conduct business on a day-to-day basis. With the recent dramatic changes to work-from-anywhere and hybrid work environments, Kandy solutions enable companies to communicate flexibly, quickly, efficiently, and without skipping a beat.

> "... enabling the transformation of real-time communications to the cloud, evolving communications to the web, empowering developers and the API economy, making apps more human, enhancing the Communications Experience, and improving Business Processes – this is what we do at Kandy"
>
> *Chuck Canton, President, Kandy Solutions*

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Why UCaaS & CPaaS Are a Winning Combination

![2600Hz logo]

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,

Patrick Sullivan
Co-Founder and Co-CEO
2600Hz

2600Hz.com

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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. 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 everyday, 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.

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

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-works 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 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 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, 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 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-focused 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!

Keith Winhall
Product Communicator
3CX

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UCaaS - Unified Communications as a Service

Sponsored by **Deltapath**

Unified Communications as a Service, or UCaaS, is one of the fastest-growing technologies in the world today. Valued at approximately $25.5 billion in 2020, with an expected value of $69.93 billion in 2028, UCaaS is officially the future of business communications.

With UCaaS, companies can finally unlock the benefits of a synergized communication, collaboration, and productivity ecosystems. The cloud-based technology aligns the critical tools business users rely on each day to complete crucial tasks and share knowledge. More importantly, UCaaS ensures the lines of communication in a business environment remain accessible, regardless of where employees might be.

The Trends Shaping UCaaS in 2022

Demand for UCaaS has accelerated over the last couple of years, with an estimated 70% of companies expected to use Unified Communications as a Service by 2023.

The rising demand for UCaaS has been accelerated by the challenges of the pandemic, which has led brands to rethink not just their technology investment strategy, but the way they run their entire workforce.

For 2022, some of the most significant trends influencing UCaaS include:

- **The evolving workplace:**
  The changing workplace is at the crux of the UCaaS evolution. As teams have moved progressively into hybrid and remote working strategies, UCaaS has become the critical bridge keeping teams connected. Today, we're living in a world where employees can remain productive from any environment. With UCaaS, staff can work conveniently in the office, from home, or wherever else they choose.

- **Integrations and consolidation:**
  As the workplace continue to evolve, business leaders continue to search for ways to enable and enhance their workforce. This means bringing more of the critical tools teams need every day into the same environment. Integrations and consolidation are on the rise, with more connections between UCaaS tools and help desk systems, AI technology, and even CCaaS solutions. Increasingly, we're moving towards an aligned world of "everything" as a service.

- **Return to the office:**
  The new demand for hybrid work means at least a portion of the workforce will be back in the office for a percentage of the time. UCaaS hardware and software needs to be capable of ensuring both internal employees, and those outside of the office can stay on the same page. At the same time, tools will need to evolve to focus on protecting employees in the post-pandemic workspace, with everything from AI to contactless screens and devices.

UCaaS Tomorrow: Looking Ahead

By unifying disparate systems for communication and collaboration, UCaaS saves companies money, improves business operations, and opens the door for a more flexible, agile future of work. UCaaS purchasing decisions in the future will be driven by evidence of which tools can align and empower teams, wherever they are.

We're also likely to see continued disruption in the number of tools baked into UCaaS technology, to help enhance the workforce, from AI assistants, to IoT, and 5G connectivity.

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Integrated Cloud Communications: Helping you Thrive amid Accelerating Change

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**For businesses in 2022, relentless change is the only real certainty**
That change is being driven by employees as well as customers. Whether or not the 'Great Resignation' proves as momentous as many expect, it's clear that workers are rethinking and reprioritising what they want from employers. Businesses that respond to those expectations by upgrading their employees' experience will be better placed to retain and attract top talent.

As with your people, so with your customers
To some extent, customers gave businesses a sympathetic "adjustment period" pass in 2020-21. But here's the flipside: all the flexibility, creativity and technological ingenuity displayed by companies during the pandemic has only heightened buyers' awareness of what's possible. As a result, their service expectations in the "new normal" are even more uncompromising.

Skyrocketing expectations: the case for cloud-based communications
Customers now demand 24/7 engagement from their chosen brands and suppliers, while employees expect the freedom to work flexibly, reset their work-life balance and enjoy a more collegiate, dynamic, and rewarding culture, made possible through technology.
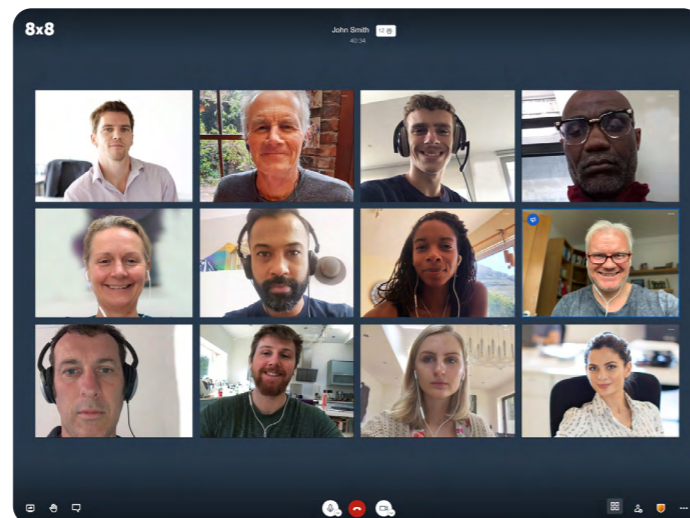
With the right long-term tech strategy, both are possible. With business agility now the number one competitive advantage, the era of integrated communications is well and truly upon us.

Small wonder that among IT leaders who identify their organisation as "forward-thinking", 87% believe integrated cloud communications are the future.[1]

Consolidating employee and customer communications makes all the difference
Businesses that moved to the cloud in 2020 using "quick-fix" interim solutions are now seeking robust, future-proofed platforms to consolidate their position, accommodate remote work and maximise customer engagement. In short, taking the lead in customer experience (CX) and employee experience (EX) means prioritising digital transformation.

That's why integrated communications are a growing trend, as more and more companies see value in having a single cloud platform for all their unified communications (UC) and contact centre (CC) needs.

One vendor. No silos. Welcome to XCaaS
The 8x8 eXperience Communications Platform™ leads the way in agile,

single-platform cloud engagement, with the power to take CX and EX to the next level.

XCaaS (Experience Communications as a Service) brings together company-wide collaboration—voice, video meetings, chat and API—to keep colleagues connected whether they're in-office, remote, mobile or a hybrid of all three. Better still, XCaaS also incorporates your contact centre operation, enabling integrated, enterprise-level customer engagement whatever the size of your business. Even non-contact centre teams have access to advanced contact centre capabilities, allowing subject-matter experts to be brought into customer conversations for truly seamless collaboration that boost customer satisfaction metrics.

As a result, 84% of organisations that deployed integrated cloud communications (UC + CC) report increased employee productivity.[2]

But the benefits don't end there. By maximising business agility and system availability, solutions like XCaaS can also increase your resilience in the face of cyber-attacks, natural disasters, and human error.

Learn more about 8x8 XCaaS

[1,2] State of Business Communications Report, 8x8

Automated User Provisioning for Unified Communications


Akkadian Labs is the industry-leading UC provisioning automation developer for Cisco Collaboration, Webex Calling and Microsoft 365/Teams. Our flagship product, **Akkadian Provisioning Manager**, provides a single-pane-of-glass to streamline MACDs by eliminating repetitive, manual, error-prone tasks.

UC Engineers love Akkadian Provisioning Manager because it enables them to complete a 30-minute task in 30 seconds, freeing them up to focus on the more strategic needs of their organization. IT leadership loves it because it automates a manual process and improves the service levels of deploying critical collaboration applications to employees. Cybersecurity teams love it because it minimizes disruptions and down-time by keeping people out of the core UC platforms – avoiding accidental or intentional misconfigurations. HelpDesk and operations teams love it because it gives them a quick, easy and consistent way to respond to requests for changes to UC services. CFO's love it because it has a powerful ROI, typically with 90% time savings and 50% cost savings.

Benefits

- Productivity - Minimize repetitive manual work. A single pane of glass to initiate **workflows** across multiple UC apps, servers, and clusters.

- Accuracy - Eliminate human errors and inconsistencies. Templates assure that accounts are built with standard configurations.

- Uptime - Reduce risk of outages. A software layer that removes the need to access the native UC apps.

- Security - Protect against accidental or deliberate service disruptions. Role-based access and audit trails that control for system vulnerabilities.
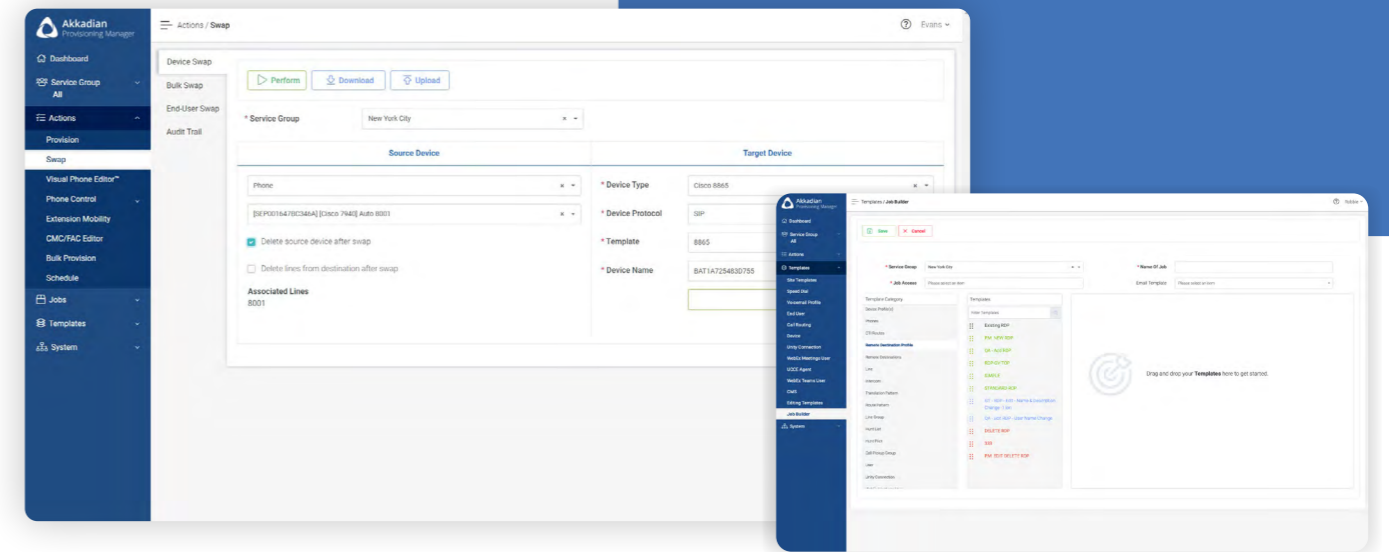
Integrations

Akkadian Provisioning Manager provides native integrations with Active Directory and ServiceNow. This enables you to easily implement full-cycle, zero-touch provisioning.

- AD/SNOW can kick-off any UC workflow—on-board, off-board, add a phone, etc.

- No API programming necessary—out-of-the-box deployment with minimal configuration.

- Akkadian Provisioning Manager can write back to AD/SNOW to confirm a process is complete or make database changes.

Additionally, our API Triggers feature keeps all your systems in sync automatically. You can easily integrate with 3rd party systems like Salesforce, Zoom, Verint, and Callabrio. Triggers set to execute after the completion of any Provisioning Manager job can connect to and update any system that accepts a RESTful API call.

Key Features

- Unified workflows across multiple UC applications, servers, and clusters to simplify MACDs and streamline administration.

- Role-based access to delegate tasks to your operations team - freeing up IT to work on strategic projects.

- Self-service portal for employee empowerment and customer satisfaction to ensure scalability and process efficiency.

- Bulk provisioning to add or delete multiple users from one CSV file for reducing hour-long tasks to minutes.

- Reporting on configuration changes consolidated across multiple clusters for enhanced visibility, management, and compliance.
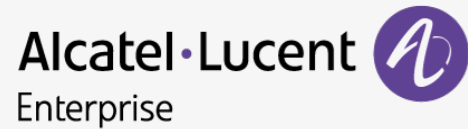
Manual provisioning across multiple UC applications, servers, and clusters is time-consuming and subject to errors or inconsistencies, requiring rework. Our solution streamlines UC administration by automating moves, adds, changes and deletes.

Easy to Deploy

Our easy-to-use, turnkey solution requires no additional modules to purchase and leverages a highly flexible configuration, so no large professional services engagement is needed.

Technology is complex. We make it simple.

Mike Magil
Technical Product Manager
Akkadian Labs

akkadianlabs.com

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Hybrid work: Meeting Business and Employee Needs

This is **collaboration**

Make all conversations seamless with Rainbow cloud

Alcatel·Lucent Enterprise

Toni Galo
Cloud Marketing Manager
Alcatel-Lucent Enterprise

al-enterprise.com

GET IN TOUCH ›

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,

This is **flexibility**

Create the digital workplace that works for you
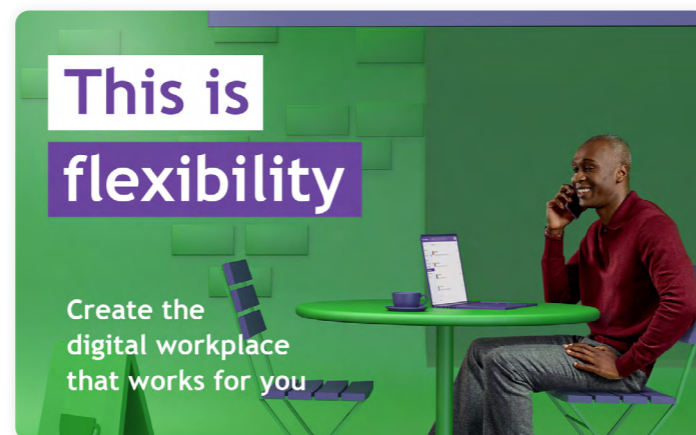
live group chat, audio and video calls, and meetings help team members gather more efficiently than asynchronous communications such as emails.

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 with ALE 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 system **to create the right hybrid digital workplace for your business.**

How Service Providers Can Navigate the 'Perfect Storm'
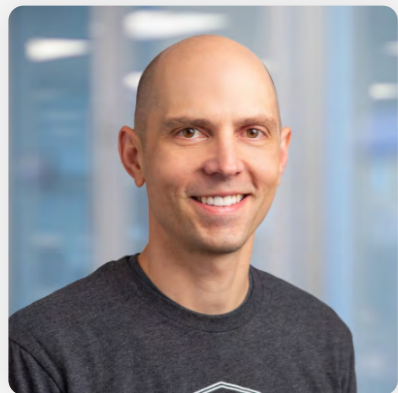
Brian Beutler
Chief Executive Officer
Alianza

alianza.com

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."

Boosting Collaboration and Productivity with Microsoft Teams in the Hybrid Workplace

audiocodes

Matthew Holloway
VP Unified
Communications
AudioCodes

audiocodes.com

GET IN TOUCH →

For IT teams in particular, the pace of change in the workplace since 2020 has been nothing short of dizzying. With each work-from-home employee essentially functioning as an individual branch office, new collaboration platforms are coexisting with legacy PBXs. Here are 3 top tips to develop a winning Microsoft Teams strategy for 2022 and beyond.

1. Microsoft Teams Fits the Hybrid Workplace Like a Glove
It's safe to say that the past couple of years have changed the nature of work forever. Working from home is now standard practice for many knowledge workers, contact centre agents and customer service functions, while for others, working in the office remains essential. The real challenge for today's IT managers is to develop successful hybrid workplace strategies to secure business continuity, while ensuring that employees remain productive wherever they're located. Any such strategy has to be cost-effective, secure and agile. Microsoft Teams ticks all these boxes – and then some.

2. Make Microsoft Teams Your Complete Voice Communications Platform
Microsoft Teams is the ideal platform for all your voice and video communications needs, and it's easier to get started than you may think. You don't need to throw out your existing PBXs and you're not obliged to use Microsoft Calling Plans. In fact, for most organisations, especially those with multiple sites and legacy requirements such as analog devices, the best approach is a migration strategy that seamlessly integrates Microsoft Teams with their existing setup and service provider. AudioCodes has a proven track record in helping organisations successfully migrate to Microsoft Teams.

To really hit the productivity heights, you also need to make the right device choices. Try thinking in terms of user personas to match the right device to each employee. For example, some users might find a headset to be ideal, while others might work better with a more familiar deskphone with handsfree audio and one touch access to collaboration calls. One size never fits all.

Meetings in the hybrid workplace are also different, with smaller groups in huddle rooms engaged in video calls with remote colleagues. Many managers are also creating similar meeting spaces in their own private office rooms. Device strategy plays a big part here, and AudioCodes can provide **business phones and meeting room solutions** for every Microsoft Teams scenario.

3. Boost Productivity with Microsoft Teams the Easy Way
In times of rapid change, hard-pressed IT managers may not have the expertise or the budget to plan, build and manage the infrastructure for a successful Microsoft Teams deployment. Adopting a subscription-based managed service is a great solution since it frees them up to focus on other, more important, priorities.

AudioCodes Live for Microsoft Teams is an innovative portfolio of managed services for simplifying the migration to Microsoft Teams voice calling, offering Direct Routing as a Service, user management and even on-site integration with legacy equipment. You can also add AudioCodes business phones, meeting room devices, compliance recording, conversational IVR and meeting productivity solutions to your monthly subscription too.

The Value of Integrated Cloud Communications

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.

AVAYA
Experiences That Matter

Oliver Bengtsson
Senior Marketing Manager
Avaya

avaya.com

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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.

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UCaaS for the Ultimate in Flexibility, Reliability, and Scalability to meet Ever-changing Requirements

Michael Hawkins
Director of
Solutions Engineering
BCM One

bcmone.com

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Many drivers are leading companies to move from legacy communications systems or on-site UC networks to a unified communications as a service (UCaaS) provider. One of the primary reasons is the current workplace. The past decade or so has seen a shift in how we work and how businesses operate, with an accelerated transformation driven by the pandemic. The days of a single office with full-time, on-site employees are virtually gone for many industries. More commonly, companies have a diverse workforce operating across multiple locations and channels. While a distributed employee base has its benefits, it also presents a host of challenges.

When it comes to connecting your employees and customers, traditional PBX systems, pieced-together technology, or a basic on-premises UC solution are not only inefficient, they are expensive, are unreliable, pose security risks, and often result in a poor customer and employee experience. They simply can't keep up with modern business requirements and do little to boost productivity.

In order to support the entire spectrum of business requirements and enable increased agility, organizations are increasingly turning to UCaaS to make business communications and collaboration accessible from any device.

Streamline and enhance your communications and collaboration platform

BCM One brings all the pieces together with UCaaSone, our UCaaS solution which streamlines communications across your organization. UCaaSone not only supports both office-based and mobile employees with standard resources, but it provides significant flexibility, reliability, and scalability to meet ever-changing requirements. Its robust features deliver enterprise business communication and collaboration features reliably and securely, with a robust reporting and analytics framework.

Next-generation solution integrations: Microsoft Teams, Cisco Webex® and SD-WAN

UCaaSone can be integrated with Microsoft Teams to supercharge the standard Teams service into an enterprise-grade platform, with features including centralized auto attendants, call transfer, hunt groups, E911 management, paging devices and more. We also offer the ability to develop a hybrid solution with a mix of Microsoft Teams seats and UCaaS seats

to customize a design for any organization's needs. We're one of the few vendors that offers this hybrid option.

Or you can integrate UCaaSone with Webex, the market-leading secure messaging and video collaboration productivity tool and another option for video conferencing for enterprise businesses.

UCaaSone can also be integrated with our Versa SD-WAN for a marriage of two modern solutions delivering Quality of Service (QoS) and security. No need to worry about circuit latency, jitter, packet loss, or outages.

BCM One: Your UCaaS partner

Companies choose BCM One for our expertise and service. We have a dedicated UCaaS team, complete with voice engineers and voice specialists assigned to you throughout the installation process. After installation, they provide technical support and training. Our client-centric methodology sets us apart and gives us valuable insight into your business, allowing us to function as a seamless extension of your IT team.

UC TODAY

Cloud Voice

The shift to the era of cloud communications is well underway.

While voice remains a critical tool in business communications, old-fashioned business phone systems and technologies are quickly disappearing. Increasingly, companies are relying on the cloud to deliver the flexibility and agility they need to thrive in a changing marketplace.

The cloud voice and VoIP market is expected to accelerate from a value of around $69.3 billion in 2020 to a value of $145.8 billion in 2024, representing a CAGR of 20.4%.

The Trends Shaping Cloud Voice in 2022

Flexibility, agility, and customisation are among the most significant trends driving the future of cloud voice technology. The shift to cloud-based solutions for communication has been accelerated by the challenges of the pandemic, which has prompted companies to adopt new ways of working.

In an environment where employees are working in distributed landscapes worldwide, the demand for cloud-based voice is just the beginning. Increasingly, we're seeing a rise in the number of companies seeking cloud voice and video enablement opportunities too. Some of the most significant trends shaping cloud voice include:

- **BYOC:**
  As the workplace continues to change, companies are becoming less comfortable with the idea of one-size-fits-all technology. Every business has its own requirements when it comes to communication functionality. Bring Your Own Carrier deployments allow companies to combine the carrier of their choice, with various forms of additional technology. This trend has given rise to the demand for Direct Routing for Microsoft Teams, allowing companies to leverage their preferred phone provider within their collaboration tools.

- **Regulation and compliance:**
  As customers become increasingly concerned about the way their data is managed, and phone fraud issues continue to rise, governments all over the world are introducing new regulations and guidelines for business leaders to be aware of. Investing in the right cloud voice technology today means making sure you're ready to secure your team with everything from SBCs for remote workers, to state-of-the-art biometrics.

- **Evolving ecosystems:**
  Cloud voice is increasingly emerging as just one part of the comprehensive communication landscape for the majority of businesses. While voice remains essential to the future of work and business growth, other concepts like video are gaining more attention. Companies need to ensure they have the right technology in place to align all of their communication strategies.

Cloud Voice Tomorrow: Looking Ahead

With digital transformation now moving at an incredible rate, thanks to the changes of the last couple of years, cloud voice is evolving faster than ever. We're seeing a rising number of companies introducing opportunities for global SIP, so companies can build comprehensive communication environments in the cloud, while staying compliant with local regulations.

At the same time, companies are rapidly moving away from the idea of "hybrid deployments" as an end goal for cloud communications technology, discovering that true business continuity can only be achieved in a full-cloud environment.

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Callroute – Redefining Enterprise Telephony

Callroute
unified telephony

Ewan Haig
CEO
Callroute

callroute.com

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For years SIP trunking has been about lines and minutes connectivity, replacing the traditional telephone lines (analogue and ISDN) used for connecting on premise equipment, such as PBXs, up to the PSTN. However, the COVID pandemic has very quicky 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 all together. The adoption of cloud type 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 (direct routing).

What demands does hybrid working put on telephony?

With workers now returning to a physical office part of the time it's not just brought about the concept of hybrid working, but the need for hybrid telephony. On premise telephony still has its place in many businesses,
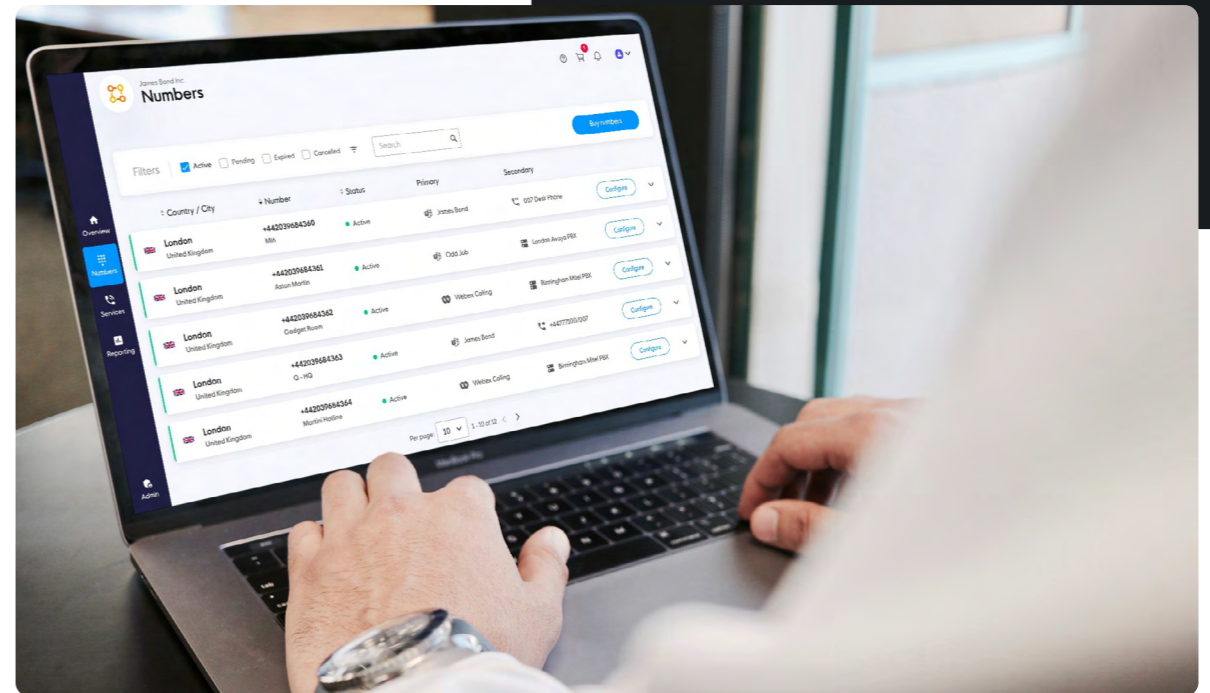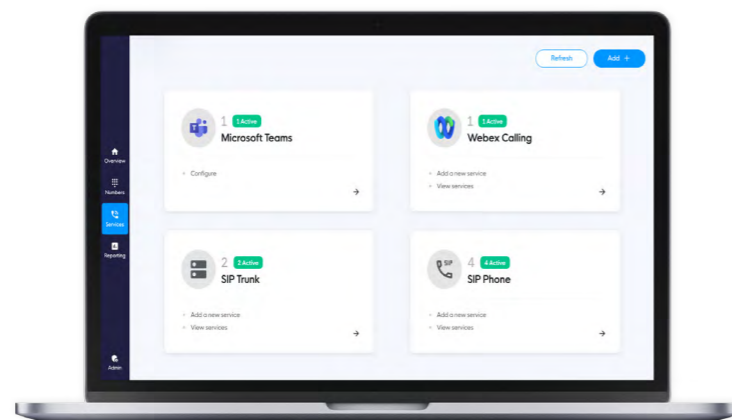
with PBXs delivering that unique functionality that can't be replicated from the cloud. Maybe there is an array of analogue end points, be it on the factory floor, guest rooms in hotels, lift intercoms, door entry systems, the list goes on... And with over half of businesses still relying on the classic communications technology as their primary method of liaising with customers this legacy infrastructure is not something that can easily be ripped out in a big bang type 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 will provide solutions with dedicated SBCs or cloud set ups, but unfortunately, they normally come

with a significant overhead in the form of 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 offer. Our view is simple, Callroute hosts your phone numbers and empowers the businesses' IT function to assign them to the service of their choice in seconds. In a few clicks users can be migrated from an on-premise PBX extension to Teams, numbers can be mapped to generic SIP phones or analogue end points. Build hunt or ring groups 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, and what's more it's all SaaS based with no long-term contracts or commitments. We also charge per trunk vs the per user thereby 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: Comprehensive UC Turnkey Solutions
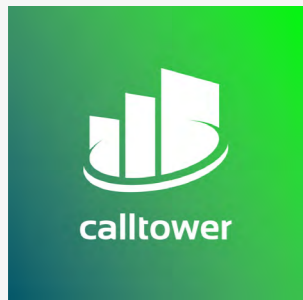
Kade Herbert
Marketing
Content Strategist
CallTower

calltower.com

CallTower delivers comprehensive UC turnkey solutions globally, in over 100 countries and 6000 cities worldwide. Combine powerful voice enablement with contact center, productivity tools and network support to unleash the full power of a modern and enterprise-grade unified communications suite. CallTower has a one-stop-shop UCaaS portfolio, with the security, stability and scalability to meet any customer need and robust project management and 24/7 support to keep services running smooth:

HOSTED MICROSOFT SOLUTIONS
CallTower's Hosted Microsoft services are dynamic and flexible communication solutions with scalability for today's growing business needs. The collaborative power of combining Office 365 with Microsoft Teams means your team communication is housed within a single solution. As a long-time Microsoft Gold Partner providing cloud voice solutions, CallTower's monitoring, management and support services ensure the highest quality user experience. CallTower is one of the few global partners to offer Direct Routing and Operator Connect for Microsoft Teams.

CISCO SOLUTIONS
As organizations become more complex their employees need smarter and better ways to collaborate. This experience should connect people, information and their teams. Cisco offers this experience – and it is the most secure IP telephone system available. CallTower's Hosted Cisco solutions provide the ultimate unified communications capability for all businesses, no matter how small or large. It delivers a seamless user experience with high-quality, scalable web and video capabilities. CallTower's Cisco offerings are easy-to-use business communication technology tools that support mobility, messaging, conferencing and presence management. CallTower offers Cisco Webex Calling, UCM for Enterprise and Cisco HCS.

CT CLOUD SOLUTIONS
For business customers, managing communications and increasing productivity in today's dynamic, distributed, mobile economy is extremely challenging. With CT Cloud solutions, network operators can support customers of any size to meet these challenges by quickly and reliably delivering feature-rich, high-quality, and secure business communications solutions.

UC + KEY INTEGRATIONS + DEVICES = FULL TURNKEY SOLUTION

• Contact Center, CRM & UC Analytics
• CT Cloud Boost (SD-WAN) & Failover
• Admin Management Portal & Operator Console
• Conferencing
• Desk phones & Soft Phones
• Devices for Huddle Rooms or any size Conference Room

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.

Simple and Fast SBC and SMS Integration are Key for UC Providers

Communication Platform Enablement

Speed to deliver

Cataleya ensure efficient onboarding for SBC and SMS solutions.

Orchid Link and **Orchid Text** enables the communication modern businesses need.

In the competitive communications market, being able to set up and run solutions as quickly as possible is a key differentiator.

Rather than a week's wait for a new solution once an agreement has been made, customers expect to be able to get started within days, if not hours. Therefore service providers not only need to provide a quality solution, but also need to be able to set up the solution in an efficient manner.

Cataleya offers Carrier and Enterprise Session Border Controller software, and Messaging solutions for wholesalers and enterprises, that enable MSPs' to quickly launch new services, scale them domestically, or expand them globally.

The software can be deployed on bare metal or virtual infrastructures as well as in private and public cloud

environments like AWS and Azure. Where a fully managed and hosted platform is preferred, Cataleya's Orchid Cloud can provide it's platforms in over 30 countries worldwide across 72 data centres.

At the same time the network can be a hybrid if self-hosting the software applications in the country is preferred. Yet for international expansion a fully hosted and managed network might be a more cost-effective solution with no or little operational costs or resources needed from the customer side.

Simplicity and flexibility

MSPs need a solution that can adapt to their business plans, adding that the solutions that service providers can take advantage of from Cataleya are designed to simplify the onboarding process.

"Orchid link, our Session Border Controller, is Microsoft Teams certified and has also successfully been integrated with UC, PBX, IMS and BSS partners or vendors. We are also working on a provisioning tool for Microsoft Teams to automate or simplify the Teams user, with PBX and SBC provisioning to be launched soon."

"The Orchid Text platform offers wholesale and enterprise messaging features including SS7-SIGTRAN support if needed. Its container based, microservice architecture supports any deployment preference and scales from 0 to 100 million SMS per month."

Orchid Link SBCs feature set includes quality of service analytics, voice fraud analytics and service management, in order to keep users safe whilst ensuring their productivity. MSPs offering the Orchid Text platform can also enable a rich set of features for their customer, including OTP messaging for two-factor authentication, scheduling and building SMS campaigns as well as number lookup functions.

Hipp went on to say that products from Cataleya are "the ideal enabler for CPaaS offerings with fully API-enabled control functions that are provided in a simple-to-integrate solution.

"Overall this is a refreshing alternative to other vendors with various attractive commercial pricing models available. All of these features are, of course, supported by our 24/7 Service Desk and Technical Support organisation ensuring the highest uptime possible."

Andreas Hipp
CEO
Cataleya

cataleya.com

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UC TODAY

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

enreach

Martin Classen
Chief Product Officer
Enreach

enreach.com

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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 availability, the management of their business and their 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 silos; 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 burnout and impacting quality of life.

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 availability and 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 in 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.

A CPaaS Buyer's Guide for Enterprises

Brian Heikes
Director,
Product Management
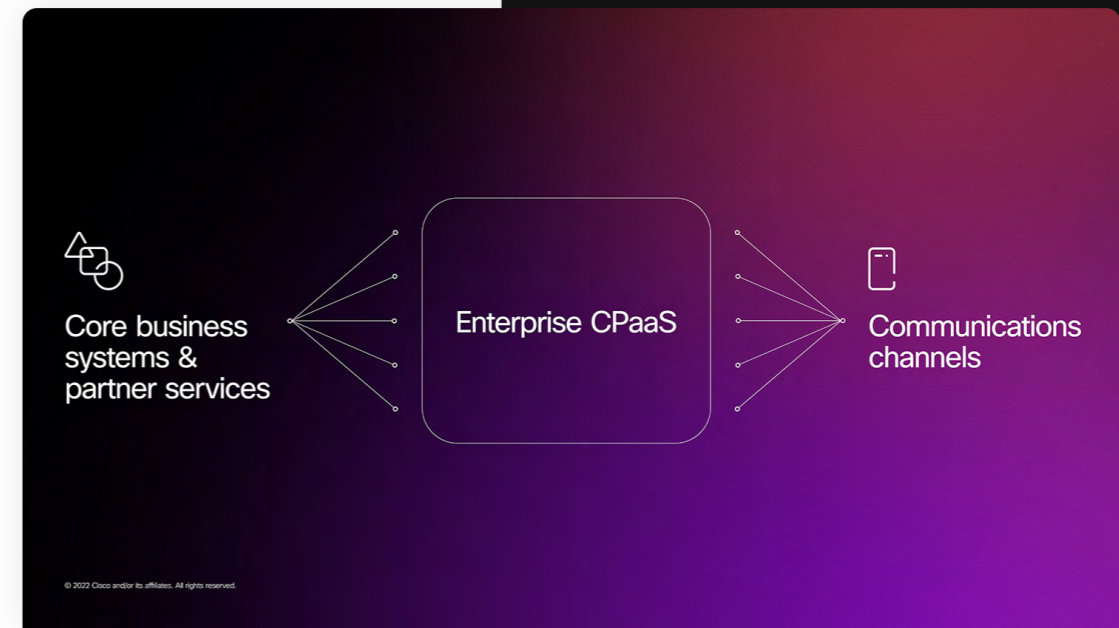Webex connect

imimobile.com

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IT and CX transformation leaders, and the developers that form part of their teams, are turning to Communications Platform as a Service (CPaaS) to transform how they engage and deliver services to their customers. The challenge for decision makers is navigating a complex and fragmented market consisting of incumbent and new CPaaS vendors. Understanding key vendor differentiators and what functionality to evaluate as part of the purchasing process is crucial to **selecting the right CPaaS solution** for their organization.

The types of CPaaS provider

Developer CPaaS: The traditional form of CPaaS targeting developers. Vendors provide a self-serve model by offering APIs, SDKs, Integrated Software Environments (IDEs), and extensive documentation. Developer CPaaS vendors focus on enabling single-purpose CPaaS applications and providing access to communication channels.

Enterprise CPaaS: Enterprise CPaaS vendors provide a central, unified platform to build and manage CPaaS applications. Developers can build applications using APIs and a flow-based visual builder and an extended low-code toolset supports a wider variety of business users, enabling the full application lifecycle to be managed through the platform.

Core business systems & partner services → Enterprise CPaaS → Communications channels

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Which approach is right for the enterprise?

Developer CPaaS is a great choice for enterprises launching their first customer engagement applications. However, as they look to scale, there will be a growing complexity around managing a maze of code, integrations, and logic that will require significant resources.

Enterprise CPaaS offers an advantage by providing a central platform for building applications and automating customer journeys end-to-end. Integrations into different systems and channels only need to be made once, enabling the platform to act as a single point of orchestration that lays the foundation for delivering a holistic communications experience. While the initial investment will be more costly, organizations will save in the long run by accelerating their IT roadmap and extracting more value from backend systems.

Key functionality to evaluate as part of the decision-making process:

- **APIs and SDKs:**
  It's recommended that a vendor's full API and SDK portfolio be reviewed. The more extensive the offering, the better, as stand-alone solutions won't be required to support new channels in the future.

- **Network connectivity:**
  It's essential to prioritize vendors that provide tier 1 connectivity in key areas of operation - these networks offer the reliability, traceability, and scalability that enterprises need.

- **Integrations and orchestration:**
  Evaluate vendors on how well they can integrate business systems. Prebuilt and custom inbound and outbound integrations enable the end-to-end automation of journeys that maintain context.

- **Low-code development:**
  Vendors vary in how much they accelerate speed to market and reduce workload for developers. A visual builder for creating customer journeys is essential, as well as tools for each stage of the application lifecycle.

- **Support beyond the platform:**
  Decision-makers need to think about how much support they need. All vendors offer self-service, but only some provide 24x7 support and SLAs, customer success teams, and on-demand implementation services.

For more information on how to select the right CPaaS provider for your organization, download our **Enterprise CPaaS Buyer's Guide.**

UC TODAY

The Remote Working Revolution

Upgrade your unified communications

Over the past two years, businesses have learnt that their employees don't need to be in the office daily to keep productivity levels high. In fact, a more flexible approach to working has been shown to boost employee productivity, increase motivation and bolster employee retention rates.

Of course, the remote working revolution wouldn't have been possible if businesses couldn't take all their operations online. Conference calling, instant messaging, cloud-based file storage and ultra-fast broadband technologies have facilitated the shift to hybrid working. But are there still refinements to make?

One of the biggest challenges of deploying a remote workforce is ensuring everyone working from home still feels like they're part of a team and can communicate quickly and effectively with their colleagues and clients. Whilst unified communications (UC) solutions like Microsoft Teams have allowed many businesses to centralise their operations from a single interface, this platform alone isn't always enough— particularly for organisations receiving a high volume of inbound calls or frequently scaling up or down with remote and contract workers.

So, what's the solution?

Barry Tuffs
Sales and
Marketing Director
Invosys

invosys.com

GET IN TOUCH

Effortless call routing

With over 270 million active users worldwide, there's no question that Microsoft Teams has become a popular choice for businesses with a remote workforce. But if you're receiving hundreds of calls every day, having all your employees in different places requires a more substantial infrastructure. Or does it?

Invosys has designed an exclusive virtual routing solution that integrates your business' phone system into Microsoft Teams, giving you complete control over your call flows from a familiar platform. **Invosys MS Teams direct routing solution** allows you to run your business seamlessly from home and ensure every inbound call goes to the right person. This solution requires no on-site setup and can be integrated into your existing Microsoft Teams infrastructure at the click of a button.

What's more, this solution gives you control over the number presented on your outbound calls thanks to flexible CLI presentation settings — meaning you can look the same on the outside but operate smoother than ever on the inside.

UC for the future

For some businesses, Invosys' MS Teams call routing software does the job. However, if you're looking to take it up a notch, Invosys Flow could be just what you need...

Invosys Flow is a Unified Communications as a Service (UCaaS) solution that consolidates business' phone systems into a single portal where you can manage costs, users and security. Forget the hassle of switching between multiple platforms: Invosys Flow unites telephony, PBX, instant messaging, video meetings and call centre functionalities into one simple app for a flexible, remote telephony system that can be configured in minutes. With a customisable interface and versatile communication options, you can adapt this solution to suit your business exactly, giving your callers the service excellence they deserve without the need for costly on-premise installation.

Invosys is a telco that does things differently. Request a demo on Invosys' services at sales@invosys.com or alternatively call us on 0161 444 3333.

CPaaS - Communications Platform as a Service

Sponsored by KANDY. an AVCtechnologies company

Communication Platforms as a Service, or CPaaS, is one of the most exciting environments in the communications landscape today. Offering exceptional opportunities for companies to align people, processes, and things like never before, CPaaS paves the way to an agile future for businesses.

The CPaaS market is set to grow to $17.7 billion in 2024. As concepts like APIs, low-code and no-code integrations, and advanced automations make their way into the mainstream, CPaaS demand continues to accelerate.

The Trends Shaping CPaaS in 2022

The demand for CPaaS in 2022 comes hand-in-hand with the rising requirement for more flexible, customisable, and scalable solutions for communication over recent years. As companies continue to evolve at an incredible pace, they need to be able to implement communication tools and critical technology into their existing workflows as quickly as possible.

CPaaS paves the way for businesses to embed everything from live chat applications to voice and video SDKs into the tools and systems their employees use every day. Some of the trends driving the direction of the CPaaS environment at present include:

- **Productivity:**
  Increasingly, companies are looking for ways to boost the productivity of their teams as the workplace continues to evolve. CPaaS solutions can help with this, by adding more of the tools companies need for communications into the workflow systems they're already using. App marketplaces, connectors, and bots can help to align more of the systems teams rely on every day, allowing for better outcomes.

- **Low code and no code:**
  CPaaS platforms and low-code solutions support companies in empowering more of their team members to become citizen developers. Increasingly, every employee is gaining the technology required to make their own changes to their workflows, with simple apps and add-ons.

- **Voice and video SDKs:**
  Software Development Kits, or "SDKs" provide business leaders with the power to bring more communication tools into their environments with minimal requirements for programming and coding skills. Voice and video solutions are ideal for enabling better communication not just between teams, but between employees and their customers on a range of channels.

CPaaS Tomorrow: Looking Ahead

CPaaS solutions offer companies the freedom they need to evolve, adapt, and grow according to the changing trends in the marketplace. With the right technology, companies unlock endless opportunities for growth, by unifying their teams, improving the flow of knowledge, and improving customer re-engagement.

As UCaaS and CCaaS become increasingly intertwined, we may see more companies offering a wider range of aligned UCaaS, CCaaS, and CPaaS offerings, so companies can mix-and-match the technology they need for the ideal end-to-end communication environment.

We're also likely to see more IoT, 5G, and AI integrations in the CPaaS environment, as businesses invest more in disruptive technology to enable their workforces, connect their teams, and improve workflows post-pandemic.

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UC TODAY

Four Ways Kurmi Software Solves Today's UC Management Challenges

Hybrid work is here to stay, and the shift to integrated Unified Communications (telephony, videoconferencing, email and messaging, collaborative applications) and IT Service Management is accelerating. To keep up, businesses need streamlined, comprehensive, and automated IT infrastructure management tools that can respond to uncertainty and allow work from anywhere for the foreseeable future. This has made UC automation essential to decision makers.

Kurmi Software provides simplified, smarter, and automated Unified Communications (UC) and Contact Center (CC) management, serving public and private enterprises in all industries, as well as service providers, with a platform that is highly customizable to fit evolving UC needs.

According to a recent Kurmi-commissioned survey of IT decision makers, 73% of UC administrators spend half their time each week on MACD (moves, adds, changes, deletes) processes, and 76% are finding errors in the data at least a third of the time. In fact, 90% of UC managers estimate that managing MACDs costs between $100,000-$500,000 each year.

That's why successful businesses looking to reduce waste and increase efficiency increasingly turn to Kurmi! Our user-centric software suite enables simple, customizable, and ultra-scalable management of the market's leading UC platforms, including Microsoft, Cisco, and Avaya, leading to more productive use of IT resources and more empowered teams.

Here are four reasons Kurmi's UC Management platform is the preferred solution for UC and CC automation:

1. Powerful Customization and Zero-touch Provisioning
With its intuitive interface, Kurmi Software provides a toolset for the configuration and management of UC and CC solutions that can be adapted to all your business rules, while achieving zero-touch UC provisioning. There's also a toolkit for self-developing quick features. And, third-party graphical interfaces can be integrated directly into the Kurmi Software Suite.

2. Unified Administration from a Single Pane of Glass
You can manage all UC and CC solutions in a hybrid environment from one central place. Save time by creating workflows to automate MACDs while processing high-volume daily communications systems management. Manage admin profiles and delegate operations with no compromise on security. Integrate Kurmi with enterprise IT systems (Active Directories, HR, and ITSM applications) to avoid mistakes, save time, and increase quality.

3. Advanced Delegation Beyond the IT Team
Your UC experts should be focused on new projects, not routine request tickets. With Kurmi, you can delegate day-to-day management to employees with no specialized skills, such as helpdesk staff, local administrators, or HR, and reduce the support team's workload. Or, end users can easily perform predefined actions themselves via Kurmi's Self-service portal.

4. The Best Value and ROI
Kurmi provides leading UC management tools and services for every organization looking to operate efficiently and smoothly while growing its business. We know just how important it is to get more done faster, better, at lower cost — our customers have reported reducing their UC operating costs by as much as 80%.

For information about adding automation to your UC or UCaaS environment, **visit our website** or **contact us.**

Pascal Moindrot
Chief Operations Officer
Kurmi

kurmi-software.com

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The Future of UCaaS: More than just Microsoft Teams

New communication models and services have spread in recent years giving companies the opportunity to choose which one to adopt according to their business needs. Combining telephony, communication and collaboration services in a single cloud platform is certainly one of the most interesting aspects that has emerged strongly since 2020.

The driving force behind this change was undoubtedly the Pandemic, which changed the world of work by opening the doors to hybrid working models, using cloud-based communication platforms. Microsoft Teams and Zoom are the most emblematic examples of this: both platforms, originally created for collaboration purposes, have evolved to allow third-party software to be integrated, thus adding essential other indispensable functions to efficiently manage all business communications from the Cloud.

The global increase in cloud communications solutions has allowed new license models to emerge on the scene. Among these, UCaaS (Unified Communications as a Service) is certainly the most popular new entry as it allows the service provider to have a very fast go-to-market and allows companies and end-users of the products, to make a low initial investment, more affordable than the on-premises alternative.
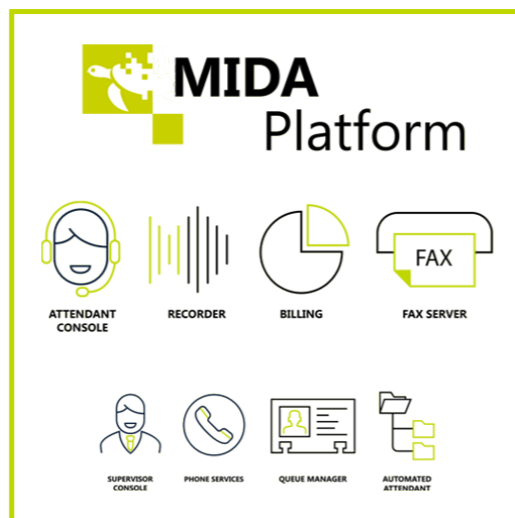
Through the SaaS model, companies can activate services on a monthly fee basis according to the number of users they need to activate. This has come in very handy in recent times when many global companies, due to the restrictions caused by the Pandemic, have to suddenly reinvent their UC system overnight, incurring unforeseen costs to adapt to this new remote and hybrid working scenario. In addition to the economics, the SaaS model allows companies to place different services within the same hub, be it Microsoft Teams or Zoom, without having to deal with technical aspects, which are all handled by the service provider.

"Adapting our Unified Communications offering to this new scenario, in which SaaS actually supports and helps companies - first and foremost SMBs - in the transition to cloud-based communications management, seemed a necessary step. For us, who have been developing professional UC applications for the major cloud environments for years, this change is a real breakthrough because SaaS provides a licensing solution that winks at small businesses but also at large companies that do not want to host the new UC applications in their own cloud space", explains Attilio Licciardello, General Manager and Founder at Mida Solutions. "This trend does not imply that the on-prem solutions have disappeared, but it does highlight an important change to help companies focus on their core business.

Through commercial agreements with international service providers, who have been our partners for many years, we are able to distribute our most popular UC applications in aaS mode almost all over the world."

For the on-prem solutions, the higher initial investment is justified by important volumes allowing savings compared to SaaS, beyond a certain number of activated operators. In the case of UCaaS, on the other hand, products are activated (or deactivated) on a monthly basis, guaranteeing that companies always pay only for the number of licenses needed, avoiding waste or inefficiency of the service.

Being able to provide flexible UC solutions, available on-prem and also as a Service is an important added value in which Mida has decided to invest and to continue investing in the future, increasing and strengthening its network of global partners.

"We have decided to provide our products as a Service for **Microsoft Teams** and **Zoom environments** through trusted partners so that we can focus on pure software development, to keep pace with a roadmap that increasingly completes our products from the point of view of advanced features and strategic integrations," explains Attilio Licciardello.

Giovanni Nieddu
Business Development Manager
Mida Solutions

midasolutions.com

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The Future of UCaaS is Agile
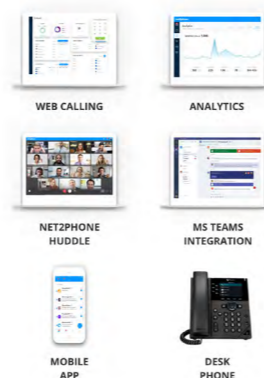

net2phone

To say that business communications are changing seems redundant, yet still appropriate. It feels like how we communicate, whether in-person or virtual, is dependent on the outside influences we have zero control over. A magic word that was far too overused sometime ago was "agile".

That word, while agreeably overused, is relevant right now. Agility is what we need with business communication. We need the ability to quickly shift from being in-person to hybrid or back to completely remote. For those who once or perhaps still are using desk phones (if you're so brave), this is proving to be problematic. Business communications–whether communicating internally (employees) or externally (prospects, customers, partners, or vendors) shouldn't be complicated. Business communication should be easy.

One of the things net2phone does well is **simplify communication**. While there are a bevy of communication solutions out there, the team at net2phone stands out by our unique ability to have one ear honed in on customer feedback and the other on product development with full control over our roadmap. Listening to our customers empowers our team to create a unified communication toolset

net2phone

Denise D'Arienzo
VP of Marketing and Sales Operations
net2phone

net2phone.com

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Agile Unified Communications Solution

net2phone delivers a superior UCaaS solution because we know that:

✓ Integration is important.
✓ Mobile communication is king.
✓ Insights are everything.

WEB CALLING   ANALYTICS

NET2PHONE HUDDLE   MS TEAMS INTEGRATION

MOBILE APP   DESK PHONE

that meets customers where they are most. We've learned a few things that allow us to create a more agile business communication tool.

Integration is important. The more we're working remotely, the more we need solutions that integrate with other workflow tools we use most. We're finding that the most asked about tools focus on sales, marketing, and customer success. For that reason, we've developed integrations with Salesforce, Zoho, Microsoft Teams, and Slack. We're growing that list and have added Zapier which opens up even more possibilities.

Mobile communication is king. Marketers know that mobile is king, but now the rest of us know this too. Businesses want to protect employee privacy and not provide personal mobile phone numbers. And while there is an app for everything, the net2phone mobile app (of course available on iOS and Android devices) is designed to function as a personal device without the extra physical presence. Make or take business calls - on your business phone number - directly

from the mobile phone. You can even send text (SMS and MMS) messages to simplify communications for employees, letting them focus on what matters most.

Insights are everything. Our mission statement is to help businesses grow with "smarter conversations." With the net2phone portal, your organization's communication data is right there and easy to understand. You can make better business decisions based on real-time, quantified data. And for sales and customer success teams– you can provide coaching from call recordings. You can pivot and be more agile from the data garnered from within the net2phone platform, right at your fingertips.

So yes, net2phone is agile. But more importantly, we allow our customers to be agile by providing the tools to be completely flexible–no matter where business is conducted. Creating a better, more agile business communications tool that helps our customers grow is our goal and we've dedicated our resources to ensure its success.

UC TODAY

Unified Communications (UC) has Come of Age
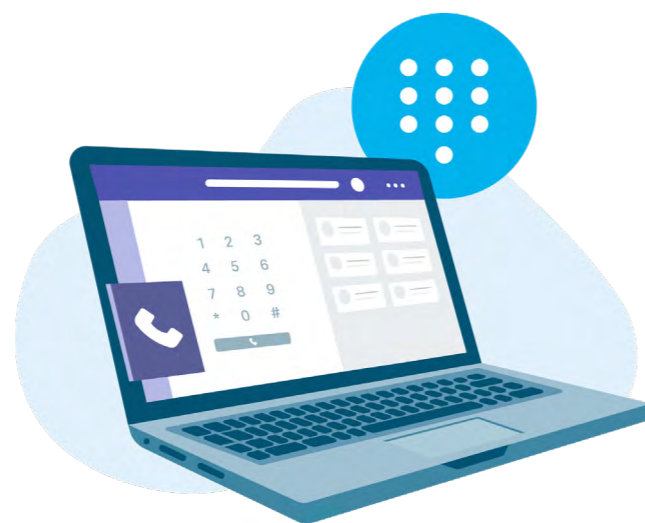

Myles Leach
MD
NFON UK

nfon.com

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Businesses that may have been culturally averse to hybrid working in the past got to see, in practice, that their people could be just as productive out of the office.

Hybrid working is here to stay. According to research by recruiter Robert Half, workers now want to work up to three days from home and the rest in the office. In many cases, workers would also prefer to transition to a four-day working week, while 40 percent of employees now have plans to work remotely from another country or city.

The biggest factor in the success of a new hybrid working model is whether teams have the right tools to communicate and collaborate.

NFON is leading the pack by providing the best-in-breed solutions for businesses that need the best tools to work smarter, every day. Headquartered in Munich, NFON is the only pan-European cloud business communications provider – it has over 3,000 partners in 15 European countries and seven subsidiaries, and counts 50,000 companies as its customers. NFON enables businesses to make considerable savings while streamlining their telecoms processes and delivers true added value through a phenomenal range of value-added services such as call recording and analytics.

NFON offers easy rollout, increased control, free automatic updates for life, built-in business continuity, and a scalable pay-as-you-grow model to provide flexibility for businesses and organisations of all sizes and branches. Its cloud telephone system, Cloudya, is extended with a number of premium solutions, offering maximum flexibility and future-proofing without the need for hardware and software installation.

Team collaboration and can be boosted with its proposition: Nvoice for Microsoft Teams.

This includes powerful communication features in the familiar Teams environment that allow employees to easily connect to customers and colleagues and work together on joint projects – whether they are in the office, at home or on the move.

Microsoft Teams is already used by hundreds of thousands of businesses as their key collaboration tool. Its set to be included as standard within the Office 365 suite in 2021. NFON's hybrid integration gives businesses a completely unified communications solution for today's agile workforce.

As well as equipping customers with the ultimate teamworking tool, the sale of Nvoice for Microsoft Teams with a Cloudya licence provides our partners with a guaranteed recurring monthly revenue. Plus, with NFON's user persona document, its partners can understand the different ways customers' users work, then recommend the hardware and software that's best for their specific communication needs. This enables customers to optimise their collaborative workspaces, conference room audits are also a major revenue opportunity for our partners.

Recently Microsoft Teams reached 145 million daily active users (DAU) **"This growth reflects the continued demand for Teams as the lifeline for remote and hybrid work and learning during the pandemic, helping people and organizations in every industry stay agile and resilient in this new era."**

Quickly Enabling Your Microsoft Teams Voice Offer
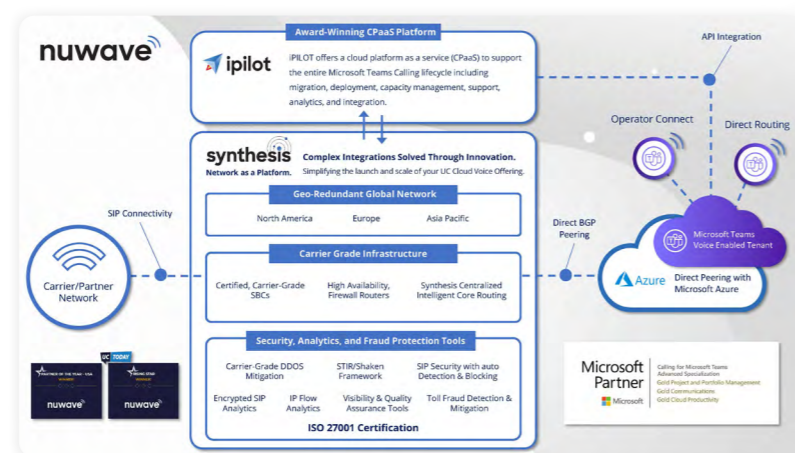

Importance of Modern-Day Unified Communications

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

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.

Mark Bunnell
Chief Operations Officer
NUWAVE

nuwave.com

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SYNTHESIS & iPILOT – The Easy Route to UC Cloud Voice Enablement

NUWAVE has developed its SYNTHESIS Network-as-a-Service platform, which combined with the power of iPILOT, decreases 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.

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 works in unison 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 support for Microsoft Teams, SYNTHESIS utilises NUWAVE's global geo-redundant carrier session border controllers (SBCs) to meet Direct Routing and Operator Connect 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, 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 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** 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

GET IN TOUCH →

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.

UC TODAY

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.

FIND OUT MORE

#BIGUCUPDATE

Reliable Customer Communication Requires CPaaS Redundancy

**Venky Balasubramanian**
Founder & CEO
Plivo

plivo.com

GET IN TOUCH →

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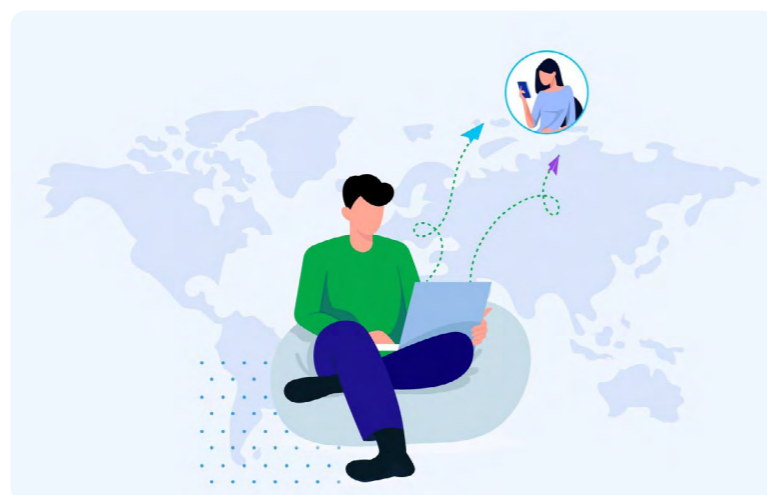
Factors such as cost, reach, deliverability, and customer service add up to business value, and having a second provider maximizes the value proposition. Of course, both providers should score well in all of the key factors.

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.

Intelligent Systems Drive Smarter Hybrid Meetings

Paul Clark
Senior Vice President,
EMEA Sales
Poly

poly.com

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New trends are emerging as people look to retain the benefits of homeworking alongside the collaboration and face to face contact advantages the corporate office offers. Hybrid working has blended across home, remote and office-based activities, with workers and employers able to pick and choose the most suitable locations for their work and lifestyles. For staff to work as best as they can, organisations need to provide devices and technology tools that truly elevate unified communications experiences.

There's a real need to drive meeting equality. Wherever people are it's important that they have the right tools to enable them to participate effectively and with the same quality as people in office meeting rooms. The story has changed in terms of what users' needs are but also for IT and HR departments that now need to define, manage, and support a growing array of communications equipment that match people's work preferences. It means being able to access insights and have control over these to ensure meetings truly bring all participants together.

The desire to create the best possible experience for employers, workers and customers demonstrates that business policies and processes are maturing. At the peak of the pandemic, make-do solutions were accepted, and people used whatever devices they could, to remain operational. Now that hybrid working is here to stay, expectations are higher and people want access to high quality devices that guarantee professional communications and collaborations, from any workspace.

Attractive portfolios of equipment have been developed to meet this need, addressing mobility, home working and traditional offices challenges and opportunities, but also taking stock of the different requirements of each user and workspace. The Poly Studio P series pioneered the concept of providing a range of tailored devices. From an insight perspective, devices can be managed by the Poly Lens app, enabling IT departments to track, monitor and manage user experiences, simplifying support and management of the device estate.

A further product, the **Poly Studio E70**, takes smart hybrid meetings further. The intelligent 4k camera has been designed to enhance video quality so everyone feels like they're in the room together. The new-age camera underpins a brand-new category in UC that aims to bolster meeting equality. The intelligent capabilities of the camera mean it can present people in larger conference or board rooms on an equal footing, providing the same experience to all participants.

Our experience means we develop device specifications with long standing strategic partners like Microsoft and this new category will support meeting equality for all users but also customers. The momentum is already underway and with Poly Studio E70, we're ready to provide users with the smarter, hybrid meeting experiences they need for the new world of work.

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

UC **TODAY**

Fast-track your Journey to Cloud Communications

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

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

Ian Guest
Marketing Director
Pure IP

pure-ip.com

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

UC TODAY

A More Efficient way to Deliver Voice Services through Teams

RESONATE

Mike Harvey
Product Manager
Resonate

resonate-ucc.com

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Resonate enhances the capabilities of the voice offering within Microsoft Teams using Power Platform, building customer value by combining different elements of the Microsoft technology stack.

With over 270 million monthly active users, Teams is leading the way in powering the communication and collaboration of business globally. Voice is a natural extension of this capability and Microsoft's out of the box calling plans are a great option for smaller businesses with limited complexity in their voice requirements. However, for most Direct Routing is a better option for migrating from a legacy voice solution.

Moving to **Direct Routing** brings more responsibility for any organisation. You face a variety of challenges when managing phone numbers, including the hassle of keeping spreadsheets up to date and the time it takes for IT administrators to run PowerShell scripts (which may be a particularly daunting task for some smaller IT teams).

We're helping organisations overcome these challenges by enhancing the capabilities of the voice offering with our **Teams Voice Management app**. With automated workflows, the solution allows users to request the capability to make public switched telephone network (PSTN) calls, get a number based on a change in location and alter the type of calling access users need.

Our solution is aimed at IT administrators and helps them save time when dealing with user requests. The app offers the same functionality as the automated workflow for the end-users but comes with the added bonus of Power BI dashboards, which cover information on number ranges, phone system usage and requests.

Our future plans for this solution include integrating the automated workflow into our user provisioning workflow, using Microsoft Active Directory to populate the request form and automatic alerts to assist IT admins. We have also developed the functionality to create and automatically manage call queues and auto attendants, which have become a core part of telephony within most organisations. However, there are some challenges with creating and managing both of these, such as understanding how to create and license them.

The responsibility for these tasks lies with the IT admins, which can often cause time-consuming bottlenecks when it comes to getting this service set up and configured.

Resonate provides a Power Platform solution that automates the creation of auto-attendant and call queue workflows. Importantly, it comes with a self-service management feature for managers and owners of these workflows that is not currently available within Microsoft Teams. The management PowerApp also allows IT admins to receive reports and metrics on how frequently these services are used.

Future development of this solution, soon to be available, includes adding a visual representation of call flow, chatbot integration to simplify Call Queue and Auto Attendant management, as well as monthly agent analytics. This will give your managers the opportunity to set targets and view the performance of each of their agents over a 28-day period, driving further efficiency in your organisation.

If you are looking to migrate your voice capability into Teams, or have already done so and are looking to simplify the management of your existing direct routing solution then visit **resonate-ucc.com** and book a call.

UC **TODAY**

Collaborate From Anywhere Gets a Makeover - "Hybrid Work"

Greg Zweig
Director of
Solutions Marketing
Ribbon Communications

rbbn.com

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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.

Service Management

Service Management solutions in the communication landscape are tools designed to simplify the way companies manage and run their communication stack, in an ever-evolving ecosystem.

Initially a concept relegated to the "IT" industry, service management has grown increasingly essential in the eyes of companies with complex communication investments.

Service management solutions for the UC environment (UCSM) are becoming increasingly important today, as businesses try to unify more of their tools for communication, collaboration, customer engagement, and productivity in a world of hybrid work.

The Trends Shaping Service Management in 2022

Service management solutions in communications provide companies with the end-to-end visibility they need to provision solutions for hybrid workers, manage complex mass deployments, and even implement unique technology into their ecosystems.

Increasingly, these tools are growing more advanced, as the communication stacks built by companies continue to evolve in an attempt to address the unique challenges businesses face today. Some of the trends shaping service management for 2022 include:

- **Artificial Intelligence:**
  AI represents a powerful tool in the service management world, allowing companies to rapidly collect information from multiple points in a communication stack, and surface patterns and trends in an instant. AI solutions can even track the performance of certain communication tools and use machine learning algorithms to predict certain issues or outages in advance, allowing for rapid recovery.

- **Increasingly complex environments:**
  The communication landscape is growing increasingly complicated, with many brands investing in multi-vendor environments to achieve the right results for their teams. Service Management solutions are evolving to align these disparate landscapes into one single ecosystem that companies can manage from a simple cloud portal. This reduces the complexity of managing distributed estates.

- **Zero touch deployments:**
  With AI solutions and cloud-based technology, companies can easily provision the delivery of countless tools, platforms, and applications, in secure packages to team members around the world. This is becoming increasingly important in an age of hybrid work, where teams may be working from all over the world.

UC Service Management Tomorrow: Looking Ahead

Service Management solutions for the Unified Communications landscape are becoming increasingly advanced, evolving to help businesses address the complexities of a hybrid workspace, and a changing digital ecosystem. The most effective service management solutions now, and in the future, will be the ones which provide companies with the insight they need to make agile decisions for the productivity, safety, and performance of their teams.

In the future, we could even see the emergence of new disruptive technology making service management even more impressive. IoT solutions and 5G connections could allow team members to make changes to a piece of hardware or update a device from a distance with just a few simple instructions.

NEWS ＞

REVIEWS ＞

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UC TODAY

Empower Team Collaboration with End-to-end Unified Communications

Spectralink has been helping businesses empower teams of mobile workers across large, distributed, and multi-site enterprises with their DECT and Wi-Fi communication for over 30 years. As enterprises migrate to cloud-hosted Unified Communications to offer workers a full range of collaboration tools, Spectralink provides **a range of options and integration partners** to suit every need.

Migration to the Cloud
The Cloud is a crucial enabler for new mobile applications. Combined with Unified Communications as a Service (UCaaS), it offers cost-effective enterprise-grade solutions for businesses of all sizes. It's not surprising, therefore, that businesses are harnessing the Cloud to improve collaboration and communications with frontline workers by giving them access to the same range of apps, storage, and real-time system updates their desk-based colleagues already enjoy.

Connected end-to-end
To help businesses ensure mobile frontline workers can access the whole UC experience, Spectralink has developed a truly end-to-end offering that includes a range of rugged, versatile, enterprise-grade handsets suitable for every type of environment. These are combined with communications infrastructure like base stations and servers, design and consulting services, as

well as management and analytical tools to help businesses develop mobile strategies to extract full value from UCaaS investments, improving productivity and efficiency for the whole enterprise.

Connect your Team
Spectralink helps businesses connect all workers, especially frontline mobile workers, not tied to a desk or a specific IP. These may be pickers in a large logistics structure, engineers in a manufacturing plant, or nurses on busy shifts. Their need for crystal clear communications, safety, and collaboration is key to improving productivity and efficiency across the business, and 70% of businesses confirm that enterprise mobility is their top priority for staying competitive.

Microsoft Teams DECT handset integration
To help achieve this overarching connectivity, Spectralink provides end-to-end support tailored to your business. We've just launched a **new direct integration with Microsoft Teams SIP Gateway**, enabling enterprise customers to migrate to Microsoft Teams while keeping business-critical deskless workers connected to the rest of the team.

Interoperability
No business can afford to replace all their legacy infrastructure overnight, as this is expensive, complex, and disruptive. That's why all Spectralink solutions are **fully interoperable** with all major providers of PBX, IP-PBX, hosted collaboration systems, and leading UC platforms. In addition, workers can keep using their vertical-specific productivity apps and tools and even add or develop ad hoc ones as new challenges or opportunities arise.

Future-proofing your communications
In addition to integrating with all your legacy systems and providing interoperability with all major platforms and apps, Spectralink solutions are flexible and scalable. So you can grow your business at your own pace and ensure your communications systems grow with it.

Discover how Spectralink's overarching vision of enterprise needs that spans voice, workflows, and mobility intelligence can help your business grow.

spectralink

Andy Allison
Chief Product Officer & Vice President of Marketing
Spectralink

spectralink.com

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UC TODAY

Finding the Right Communications Partner for the Future

Juan Pablo Salazar
Field Marketing Manager
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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.

Managed UC & UCaaS

![Splicecom logo]

Splicecom is the UK & Ireland focused UC & UCaaS solution provider and celebrates its 21st birthday this year. Splicecom's **SelectVoice** platform delivers enhanced UC services in the cloud, on–premises or any blend of the two.

In the cloud, on site, or any mix of the two
The ability to harness the benefits of both cloud and on-premise UC services allows any size of business to select the most appropriate deployment FOR THEM, based on budget, IT infrastructure and workforce requirements.

Taking a Softphone first approach
The last two years have seen the uptake of "working from home" practices and technologies accelerate, with softphones for laptops and smartphones, used with headsets or personal speakerphones becoming the norm. Splicecom's iPCS for SmartPhones, Navigate Pro for Windows and PCS 60 for macOS softphones have all been developed in-house. For traditionalists, there's a joint-development agreement with Yealink, the world's number one supplier of SIP phones, delivering Splicecom's proprietary features across a wide range of desktop, wireless and conference phones.

Robin Hayman
Director of Marketing & Product Management
Splicecom

splicecom.com

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Health & Safety

Health & Safety: A Splicecom differentiator
What happens in those scenarios where phone calls must get through? A lockdown situation in schools; a chemical spillage in a warehouse; a fire in a managed office, there are many examples in every industry. With traditional hosted solutions, if your internet connection is down it just won't happen; not even internal calls can be made. Splicecom's rich history in voice, allied to its hybrid cloud/on-premise architecture allows calls to be made and received – and tracked and recorded - even when an internet connection is unavailable. And for lone workers, there's a ruggedised DECT phone, with integrated "Worker Down" alarms, detecting; no movement, worker down, running and push button.

Integrating UC with CRM systems & applications
Splicecom appreciates the need to integrate their UC services with leading business applications, such as Salesforce CRM, to deliver an enhanced experience for staff and customers. Expanding desktops through the adoption of Microsoft Teams Direct Routing, or embedding Splicecom's call control API directly into their own primary business tools - the possibilities are endless.

Business management & analytics: A Splicecom differentiator
Vision, Splicecom's leading analytics suite, allows the workforce, independent of location and chosen device, to be fully managed for maximum efficiency. Completely developed in-house, Vision offers integrated and feature rich reporting, real-time wallboards, call recording and call centre modules. Reporting and wallboard use also extends to Teams and multimedia (not just in the Contact Centre) too.

One size DOESN'T fit all
If we've learnt one thing in the 21 years we've been satisfying the needs of UK businesses, it's that there's no such thing as a universal solution. Every organisation is different, even those within the same industry. The fact that we started life as a on-premise PBX manufacturer and have now transitioned to a UC & UCaaS cloud-based services company, has allowed Splicecom to retain the flexibility and depth of voice features still demanded by our customers, be the requirement 1 extension, or 1000s.

UC TODAY

The Next Battlefront in the Mobile Engagement Revolution

syniverse.

Jeff Bak
Vice President, Enterprise
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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.

UC TODAY

Ensuring Compliant Collaboration To Meet Regulatory Requirements

Complete Compliance Coverage for Zoom, Webex, Microsoft Teams, Symphony, Slack, RingCentral, and more...

Leverage easy integration to your existing archive with value added search enhancements

Smartly enable features like in-meeting chat and polling for video platforms with selective archiving

Use built-in, compliant archiving with no storage fees along with the industry's only patented video risk detection and supervision technology

Trust customers across the US, UK, Europe, Canada, and Australia who gave a '100% Would Recommend' rating via Gartner Peer Insights
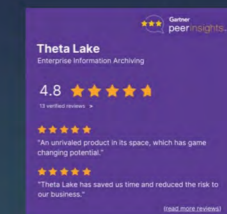
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THETALAKE

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MAGIC QUADRANT™ HONORABLE MENTION 2022

Enterprise Information Archiving

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Enterprise Information Archiving
4.8 ★★★★★

Stacey English
Director of
Market Intelligence
Theta Lake

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83%
ARE NOT LEVERAGING ALL THE CAPABILITIES OF THEIR COLLABORATION PLATFORMS

GET SURVEY

THETALAKE

A stream of **guidance from regulators** has reminded organizations of their data privacy, recordkeeping, audio recording and supervision obligations wherever staff are based. The UK Financial Conduct Authority (FCA) clearly summed up the regulatory expectations: "any form of remote or hybrid working adopted should not risk or compromise the firm's ability to follow all rules, regulatory standards and obligations, or lead to a failure to meet them."

In parallel, the U.S. Securities and Exchange Commission (SEC) investigation into how financial firms are keeping track of employees' work-related communications, with penalties for records preservation failures and a dedicated email address to self-report non-compliance, is a clear indicator of heightened regulatory scrutiny to come.

The need to capture, retain and supervise electronic communications is a fundamental requirement for financial services institutions worldwide. Not only is it mandated by regulatory obligations such as MiFID II, SEC 17a-4, FINRA Rule 3110, FCA's SYSC, and IIROC's correspondence rules, it's critical for responding to complaints, audits, or investigations.

But the widespread adoption of modern collaboration platforms like Microsoft Teams, Zoom, Webex, Slack and more across the industry, has led to concerns about meeting these obligations. With the ever-growing volume of video, voice, chat and document content from online collaboration, and tools built for email, firms face a significant challenge in capturing, retaining, and supervising the dynamic media-rich features of modern communications. It's even more complex for over 90% of FSIs that have deployed multiple collaboration tools.

Unfortunately, organizations are responding by shutting down innovative features to safeguard against potential issues. Theta Lake's **study of 100 industry leaders** revealed that more than 4 out of 5 firms turn off functionality to reduce the risk of non-compliance with regulatory obligations. Instead of implementing strategies, processes, or technology solutions to ensure compliance, organizations disable valuable features that employees need to provide richer client experiences and better collaborate.

Of the 83% of firms disabling features, nearly half have turned off a few content sharing features or the camera, while over a third have turned off most content sharing features. These include in-meeting chat, whiteboarding, and polling. Content shared in chat conversations is considered the biggest threat to security and privacy driven by the ease of sharing files and links which could contain proprietary or protected information.

Fortunately, there is a path forward for organizations looking to scale their collaboration tool usage while reducing compliance and security risks. AI-enabled security and compliance platforms that allow for automated detection of relevant risks are available to assist with navigating compliance and security obligations. Selective archiving capabilities make it easy for financial services institutions to choose the meeting components they want to archive and supervise. Built-in integrations enable existing archive and ediscovery systems to be utilized, and searchable, without any disruption to existing tools or processes.

With the right technology and controls financial services organizations can benefit from distinct competitive advantages in the market from increased utilization of tools while alleviating security, privacy, and compliance challenges.

UC TODAY

5 Ways to Boost Customer Experience with Communication APIs

Girish Dharmaraj
Head of Product
Toku

toku.co

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You know you've nailed customer experience when people are impressed enough to rave about it to their friends and loved ones.

But how can you achieve this?

Often, it's about paying attention to little details in your customer experience — like seamless communications — that makes the greatest business impact.

When it comes to making that digital seamlessness a reality, communication APIs are a must-have. They are a quick and easy way to improve customer experience by embedding new communication capabilities like **voice calling**, SMS, video, etc. into your website, app or platform.

Here are five quick ways to boost customer experience with Toku communication APIs.

Ensure security with authentication and verification

Programmable SMS and Voice — communication APIs that allow you to engage your customers on the SMS and Voice channels — are some of the easiest CPaaS deployments that can make customers feel safer with your services. With Toku's APIs, it's easy to automatically verify user information for account setup, and set up two-factor authentication for users to access sensitive data or transactions.

Safer, anonymous in-app calls for ride sharing
For users of ride-sharing apps, maintaining privacy is of utmost importance. Toku Voice SDK allows ride-sharing businesses to directly embed voice into their apps so that if drivers and riders need to contact each other, the call happens within the app. There's no need to exit it and open a calling app. Toku Programmable Voice provides the SDK along with other nifty features like number masking that helps protect both parties' confidentiality. This way, you can customise an experience with a high level of trust in the authenticity of the call.

Seamless call support with Interactive Voice Response (IVR)
Nothing beats a smart, seamless customer support system that automatically connects your callers with the right agents. **Gojek** in APAC has used Toku Programmable Voice APIs to integrate IVR within their telephony so that more than 50% of lost and found cases are now resolved by the IVR flow. With IVR directly accessible within the app through embedded voice, it's easy to build a seamless customer support experience.

Increase transparency
For any business or organisation, missed appointments and no-shows mean loss in productivity, loss in revenue, and wasted resources. With Toku SMS and Voice APIs, you can minimise the chance of no-shows with automatic SMS and voice reminder notifications. Keeping customers updated on their orders or bookings, and broadcasting important or time-sensitive messages has never been easier.

Assess your customer satisfaction with surveys
Many businesses, especially e-commerce players, thrive on customer feedback to improve products and gain customer insights. Toku programmable SMS and Programmable Voice APIs allow you to conduct simple automated SMS or post-call surveys to obtain feedback for improvement.

Turbo-charge Your CX with Communication APIs
A great customer experience can give any enterprise the leading edge in its industry. To discover how your business can benefit from Toku's innovative Communication APIs backed by the most extensive cloud communications coverage in APAC, get in touch today.

The Ultimate, Affordable, Plug & Play Video Conferencing Solution from Trust

Trust is a leading value-for-money brand offering accessory products that are smart and affordable, while being sustainable. The broad assortment features peripherals designed for daily use, fulfilling the full range of business needs. As a global company, Trust is represented locally in all relevant countries to provide local support.

Our portfolio includes:

- Video Conferencing
- Keyboards and mice
- Webcams
- Headsets
- PC Speakers
- Mobile
- Connectivity

Back to the office
Many companies are choosing a hybrid form of working, giving their employees the opportunity to divide their work time between working from home and coming to the office. Is your company prepared for this hybrid form of working? Here's what you need to make this a success:

Iris 4K Ultra High Definition Conference Camera
An all-in-one, plug & play video conferencing solution with ClearView and ClearSound Technology turning any office space into a video conference room.

The award-winning, all-in-one solution
In this digital age, you need to rely on your equipment to make deals and get work done. The Trust Iris is the award-winning, 4K UHD all-in-one video-conferencing solution for your company.

Just plug & play
IRIS is ready for use within minutes. You simply remove the product from the box and connect it to your laptop. Ready! You can now start a meeting straight away. Use the remote control to manage the display and sound at the push of a button for an interactive meeting.

ClearView technology with 4K resolution and a 120° wide angle view
IRIS ClearView technology contains an HD sensor with an amazing image resolution and wide angle view. This offers a high definition and full-body display of every person in the room without them having to sit shoulder to shoulder.

IRIS offers several options for tracking and framing individual participants. The dynamic range function ensures clear image in any light condition. Finally, IRIS is equipped with voice tracking, where the camera automatically turns and zooms in on the person speaking.

ClearSound technology for great audio performance
IRIS ClearSound technology contains a high-end quality speaker optimized for voice audio. Sounds are automatically filtered from any vibrations to prevent resonance to offer you a great audio experience.

IRIS fits any meeting room, big or small
One of the great benefits IRIS offers is the fact it turns any small meeting room into a fully-fledged video conference room. IRIS' wide angle lens and great microphone array ensures a perfect video conference experience for any meeting from 2 up to 8 people sitting at a safe distance from each other.

Alliance partner with Barco ClickShare
Combine Iris with Barco ClickShare and you get two unique solutions working together seamlessly. Barco ClickShare technology makes the conference room experience wireless. It enables team members in the office to link up and share content wirelessly with remote meeting participants in a matter of seconds.

About Trust B2B
We are a trusted brand offering quality, affordable products with dedicated B2B programs to support your business growth. Trust provides the most extensive range of mobile and PC accessories to suit every business need.

Joost Buijsen
B2B Marketing Manager
Trust Electronics

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UC TODAY

CCaaS - Contact Centre as a Service

Sponsored by **LOCAL MEASURE**

The changing workplace, evolutions in customer expectations, and transforming technology are all pushing businesses to transition more of their workplace into the cloud.

This started for many companies with the shift to a UCaaS environment, but it continues with the need to elevate the contact centre too. CCaaS, or Contact Centre as a Service, is the flexible solution for anywhere CX.

With CCaaS, companies can ensure their agents are ready to answer and respond to customer queries in any environment, with access to the same consistent set of features. CCaaS solutions can integrate with the latest CX tools like CRMs and service desks, to drive better customer satisfaction results, all while keeping business costs low.

The Trends Shaping CCaaS in 2022

Many of the trends driving the demand for CCaaS are the same as those pushing companies to move all of their technologies to the cloud. Organisations need to

prioritise agility, scalability, and flexibility, at a time when the workplace is constantly changing, and the demands of consumers are becoming increasingly complex.

Some of the major trends impacting CCaaS right now include:

- **Unified UC and CCaaS:**
  With many companies already bringing their UC environments in the cloud, it makes sense to align both the contact centre and the back-end communication environment in the same landscape. Aligned cloud environments reduce the amount of work IT teams need to do to maintain secure landscapes, while improving employee experience. Bringing these two worlds together also has amazing benefits for CX.

- **Teams in the contact centre:**
  Microsoft Teams has emerged as the central point for communication and collaboration in many business landscapes. Thanks to the open environment of the Microsoft ecosystem, it also represents an excellent opportunity for vendors to build contact centre functionality into a popular existing environment. We're likely to see more contact centres in Teams going forward.

- **Artificial Intelligence:**
  Artificial intelligence in multiple forms is enhancing the CCaaS space. We're seeing the rise of concepts like automation, to reduce the amount of repetitive tasks employees need to deal with each day, self-service, and even artificial intelligence-enhanced analytics. With AI in the contact centre, we can augment and enhance employees, no matter where they're working from.

CCaaS Tomorrow: Looking Ahead

The CCaaS environment provides businesses with the flexible solutions for customer experience they need in a rapidly evolving environment. Increasingly, new and disruptive technologies are emerging on the market to enhance this space, such as the rise of extended reality in customer contact, and video conferencing opportunities.

As we move forward into a new age of CCaaS, the focus is likely to be on finding ways to not only improve customer experiences on a massive scale, but enhance employee, business, and user experience too, by aligning everyone in the same ultra-efficient cloud.

As UCaaS and CCaaS come together, we may even see a rising number of other "aaS" solutions joining forwards with the cloud environments employees use every day.

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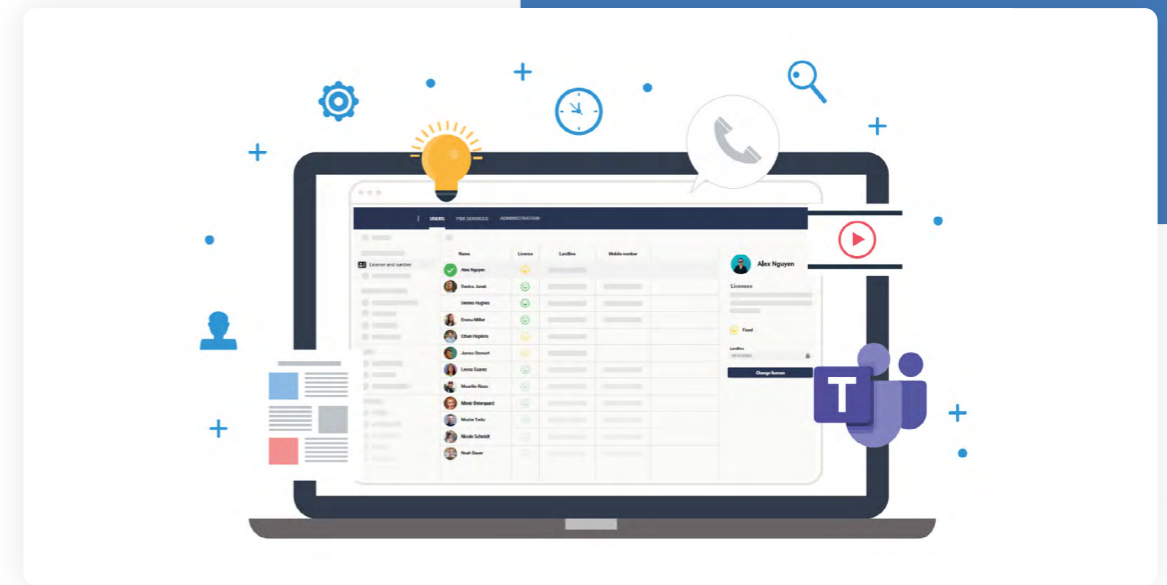
Voiceflex Flow
All your Communications Needs in a Single Environment

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, Televox 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.

Paul Taylor
Sales & Marketing Director
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Unlocking the Secret to a Successful Digital Workplace Strategy

VOSS
DIGITAL WORKPLACE
MANAGEMENT

Mike Frayne
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After the chaos and disruption of recent years, we cannot be sure what the future will throw at us. What we do know is the workplace has changed more quickly in the last 24 months than ever before, and UC is at the heart of a revolution. Hybrid working is the new normal for many and organizations must rise to the challenge of ensuring that each member of staff has access to the productivity and collaboration tools they need to be effective, whatever their location.

With this as the backdrop, what keeps the IT team awake at night?

• Your staff need to be enabled with the right collaboration and productivity tools, regardless of location. The tools must be secure and enable the best business experience to keep the staff happy and motivated.

• Your IT team needs a shift from keeping the lights on to adding business value with collaboration tools powered by strong automation and insight-generating tools.

• Your collaboration platform and innovation ecosystem need to respond quickly to change and be highly agile and productive. Cost effective to operate, manage and scale with resilience are must haves.

The digital workplace

The digital workplace embraces the idea that organizations should use digital business transformation to align technology, employees, and business processes to improve operational efficiency and meet organizational goals.

The digital workplace is, by definition, a hybrid workplace. It is the virtual equal of the physical office space, including employee devices, apps, tools, software, and platforms. This means ensuring remote colleagues have access to all of the collaboration and communications tools they need, to carry out their jobs efficiently and effectively wherever they are.

What's your digital workplace strategy?

Building a digital workplace is inevitable, but it is a serious undertaking that requires careful planning and must be integrated into the overall IT infrastructure. It will entail utilizing and managing multiple vendors with solutions residing in both dedicated and hybrid cloud environments. Be sure you understand your company's objectives before you embark on the transformation journey towards a highly agile, digital workplace.

What role does UC automation play?

Automation management tools provide a central point of control over the whole UC environment, making it:

• Faster, often by an order of magnitude in terms of time to value.

• Easier as lower-cost, non-technical administrators can perform simple and medium tasks.

• More repeatable with far less risk of human errors when executing any given task, responding to any given problem, or scaling to support new services or higher headcount.

Automation management means your digital workplace can be fully flexible, agile, and customizable with one clear view across the entire organization. Role-based access control means the central IT team has full control (design, asset limits, etc.), but individual business units – or agencies – can retain full autonomy for the day-to-day management of their environment. Automation delivers a greater level of user productivity, at a lower overall operating cost (a win-win).

Find out more about VOSS, the leading provider of digital workplace management technology.

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The Complete Cloud Communication Platform

Xarios

Robin Russell
Managing Director
Xarios

xarios.com

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Dimensions Voice is Xarios' comprehensive cloud communication solution, bringing together a wide range of advanced features and technologies that enable your business to work flexibly no matter the application, size, or location.

Whether deploying just a handful of users, or a large multi-site enterprise, this innovative solution delivers a broad and complete set of fully customisable communication tools, providing the feature rich, highly flexible and resilient cloud communication platform that today's business demands.

Fast, Flexible & Intuitive
Dimensions Voice combines comprehensive, feature rich, PBX functionality with a user-friendly interface.
Cloud communication doesn't have to mean conventional working practices need to be retired. Dimensions Voice lends itself seamlessly to support traditional telephony features such as fax, ring groups and programmable office hours, meaning your clients are not forced to change the way they work to embrace the benefits that cloud communication offers.

Simple Communications. Anywhere. Anytime.
In today's world, your staff need the flexibility to be able to work from any location – and having seamless access

to communicate with colleagues and customers is at the heart of flexible working. Dimensions Voice makes it easy for users to communicate no matter where they are working. Users are contactable on any of their devices, whether they are working in the office, at home or on the move, with all devices being associated to a single extension number. By making use of standard features like Hot Desking, Find-Me, Follow-Me rules, Voicemail and Fax to Email, your users can keep up to date with their team and never miss a customer request.

Make it yours
All services are controlled via APIs, allowing us to extend the platforms functionality required by your customers. The versatile user interface provides the ability to create, manage, and remove services for your users.

With Dimensions Voice it's quick and easy to create sophisticated, multi-tiered call flows based on time and date, ensuring your calls are handled exactly how you want, when you want.

Combined with the facility to personalise your auto attendants or utilise the Text to

Speech (TTS) engine to produce tailored menu systems, announcements and greetings, Dimensions Voice is a true Unified Communications solution.
This highly scalable and truly redundant, clustered platform provides increased functionality and implementation time-savings compared with traditional VoIP telecom carriers. The entire platform is remotely managed within a simple web browser dashboard to implement changes, analyse data and service requests quickly and easily.

Scalable & Flexible
Simple licensing in Dimensions Voice makes it easy to provide any number of users with the device that works for them regardless of the size of implementation with a user-friendly interface.

Utilising a user-based licencing model rather than traditional per device licencing provides the flexibility to allow users the choice of how they connect and on which device without incurring unnecessary cost. Whether using a Desktop Handset, Connect Softphone, MS Teams or your device of choice, Dimensions Voice provides a wide range of options to suit your needs.

UC TODAY

Equip "H Generation" with the right headset

Gerry Chen
Product Marketing Manager
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In the post-pandemic era, we think of the future and the people working in the future as the "H Generation" — a Hybrid breed of professionals that have a pressing need for quality headsets.

Challenges the "H Generation" Faces
On the one hand, future workers will continue to be the Hybrid Generation. However, instead of the flexibility issue, a new essential topic we are faced with is how we can empower each of them, as a small unit, with the ideal capacity to perform well and surpass traditional approaches.

Based on our latest user research, future workers will have hybrid space, time, and workflow capabilities. Sixty-five percent of people said they work both from home and office. Fifty-nine percent of them claim that they need to work in an unideal environment, while eighty-one percent of the people have more collaboration in the next phase. Despite collaboration needs, seventy-six percent are engaged with more than one UC platform and seventy-eight percent said they are engaged with more devices nowadays.

With these challenges, they will need to overcome space limitations by frequently shifting between different spaces, overcome disturbance and interruptions presented by a changeable environment, overcome call-load limitations by managing increasing call-load and collaborative needs, overcome device limitations by striking a balance between multiple devices, and overcome platform limitations by optimizing the workflow between various platforms and tools.

On the other hand, the future workers will also be the Headset Generation. According to the latest report from FutureSource Consulting, the headset has become the most necessary device in personal collaboration and daily work as over eighty-seven percent of reviewers use one.

Also, as the challenges and intricacies of daily work arise, users will have higher audio quality, noise cancellation, and UC compatibility requirements. Moreover, the headset generation will use office headsets both in the office and for listening to music every day.

Boost Productivity with the Right Headset
Under this background, Yealink is committed to developing the product line of Headset Family including Bluetooth headsets, DECT headsets and USB wired headsets to meet all future workers' needs in different scenarios.

The newly launched **BH7X Bluetooth Headsets** fits in seamlessly at the office or on the go with its contemporary design and a discrete, hidden boom arm that still guarantees exceptional, professional sound and enjoyment of all-day comfort. These features make BH7X Bluetooth Headsets good choices for UC needs and personal casual experience.

In addition to the BH7X, the Yealink Headset family is bolstered by other effective products, such as the **Yealink UH38 Premium USB headset**, which provides stable communication with Bluetooth and USB dual connection. For more personal collaboration usage, interested consumers can also consider the Yealink WH DECT Series for all-in-one call control and cross devices usage. Moreover, Headset Family is designed to work flawlessly with the Yealink UC family, such as Yealink IP phones, powering workers into a future of hybrid operations and communications needs.

UC TODAY

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Flawless Video. Clear Audio. Instant Sharing.

Zoom is for you. Zoom is a space where you can connect to others, share ideas, make plans, and build toward a future limited only by your imagination. Our frictionless communications platform is the only one that started with video as its foundation, and we have set the standard for innovation ever since. That is why we are an intuitive, scalable, and secure choice for large enterprises, small businesses, and individuals alike.

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