



# UC MARKET GUIDE 2021

Essential Insights for  
**Tech Professionals**

HEADLINE SPONSOR

| **zoom**

# 2020 was a year that no-one could have predicted



**Rob Scott**

Publisher | Today Digital  
rob.scott@todaydigital.com



Though we all believed that the launch of a new decade would bring changes, the astronomical transformation we experienced was unimaginable. The pandemic, affected our lives on a monumental scale, changing how organisations do business, teams collaborate, and consumers purchase products.

The Unified Communications market also evolved as a result. It wasn't enough for any company to simply rely on traditional UC anymore. The age of cloud was suddenly upon us, and most organisations were forced to immediately adopt cloud technology and apps to help teams function remotely. We even saw a shift in the basics of communication, with many people relying on instant messaging and video over voice and email.

## What's Next for the UC Landscape?

Looking ahead, 2021 will undoubtedly see an acceleration in the development of UCaaS (Unified Communication as a Service) innovations. Now that we know that we're never going "back to normal", major vendors will need to prepare for a more flexible and scalable hybrid future.

The physical office has lost some of its attractiveness, making way for more versatile spaces where people can easily switch between working from anywhere and attending office interactions. Companies will need to ensure that the UC solutions in place can support teams wherever they are.

Many organisations during 2020 were forced to adopt new technology at scale, more rapidly than they wanted to. The result was many businesses dealing with less-than-ideal communication stacks, distributed technology, and gaps in security, compliance, and performance. Now that the panic is over, companies will need to consolidate platforms and use vendors beyond UC. Brands will need solutions that combine document sharing, collaboration, video, and UC in one.

To adhere to this new demand, many major UC platforms have been racing to integrate themselves with the superpowers in productivity and collaboration for the age of the new normal. Zoom, Microsoft Teams, and Cisco are the companies on everyone's minds right now.

## Paving the Way for the New UCaaS

As we move through 2021 and into the years ahead, organisations will need to take a new approach to optimising the virtual environment for communication and teamwork. Investment in productivity tools, video devices, and management tools will accelerate. A focus on user experience will continue to grow, and the workplace will

continue to change at a phenomenal rate. The workplace of the future will be defined by the UCaaS environment in the years ahead. The way that we communicate going forward will dictate what kind of workplaces we can create and what hybrid environments will truly look like moving forward. We're already seeing a major change in the way that business leaders treat and support their employees. A higher focus on wellbeing and an investment in innovation for analytics and security are just some of the trends.

What's next for the new age of UCaaS? It's hard to know for certain, but we think now is the time to start exploring what's possible.

**Chris Porter** | Commercial Director  
chris.porter@todaydigital.com

**David Dungay** | Editor in Chief  
david.dungay@todaydigital.com

**News Desk**  
newsdesk@uctoday.com

**Job Enquiries**  
work@uctoday.com

Thank you to all our sponsors, advertisers and guest speakers.

# UC & UCaaS

HEADLINE SPONSOR

# zoom



zoom.com

READ MORE >

UC >

UCaaS >

# THANK YOU

to all of our Sponsors, Advertisers  
and Guest Contributors

## Cloud Voice



Read More >

Cloud Voice >

## CPaaS

# AVAYA

Read More >

CPaaS >

## Service Management

# Unimax

Read More >

Service Management >

# UCaaS

## Unified Communications as a Service

Unified Communications as a Service, or UCaaS, is quickly emerging as the must-have technology for any modern company.

Unlike standard UC (Unified Communications), the “as a service” offering ensures that businesses can access all the hosted communication technology they need in one environment. According to Grandview Research, the market for UCaaS will be worth \$167.1 billion by 2025.

Thanks to its flexibility, scalability, and potential to generate exceptional outcomes, UCaaS is a table-stakes investment for most organisations, though some countries embrace this environment faster than others. For instance, in 2018, North America was already responsible for around 50% of all the global revenue of cloud-based UC.

### UCaaS Trends in 2021

Though demand for UCaaS has been growing for quite some time, the industry hit a ground-breaking point in 2020, as the demand for cloud-based functionality skyrocketed.

The uptick in remote working strategies meant that businesses large and small had to extend their voice services and communication

tools beyond the walls of the traditional office. UCaaS became a critical component of business continuity. IDC believes that the investment in the cloud will reach a value of at least \$6 trillion by 2022, and UCaaS will be a significant part of this revolution.

Some of the biggest trends in UCaaS include:

**Going beyond voice:** Unified Communications isn’t just about voice, email, and fax anymore. Today’s systems feature everything from SMS and messaging capabilities, to video, and immersive collaboration tools built for teams.

**Better mobility:** The UCaaS solutions of the present and future must be capable of working on any device, in any environment, for the anywhere worker. Frontline employees and knowledge workers should be able to access the same consistent experience wherever they are. At the same time, IT teams should have a single environment to monitor and track.

**Extensibility:** Today’s communication landscape is changing at an incredible pace. The tools that companies need today may

not be the same as what they need tomorrow. Extensibility and integration options are a must-have for companies who want to be able to access things like AI, reporting, recording, and other features.

From the rise of APIs and SDKs for integrated experiences, to the evolution of new full-stack analytics to help manage the UCaaS environment, the whole landscape is in a state of transformation.

### Welcome to the Rise of UCaaS

For years, business leaders have discussed the benefits of UCaaS as a must-have solution for innovation and productivity in a changing environment. Now that the shift to cloud is happening at a more significant rate, there’s no questioning the need for a cloud-hosted solution.

As flexibility becomes a must-have component of the modern workplace, the UCaaS landscape will only continue to grow, bringing in more mobility, better intelligence, and even improved provisioning experiences. Zero-touch provisioning could be yet another defining trend of the digital era.

The question for modern teams isn’t whether UCaaS is a necessary investment, but how they can adapt to this new landscape and fulfil their needs.



Learn more

Download our  
**FREE Smart Guide**



Keep up to date with all of the latest news, reviews and opinions at UC Today

NEWS



REVIEWS



DIRECTORY







## 5 Reasons Why Zoom Solves Today's Unique Business Communication Challenges

Communications should help every growing business achieve its goals, but also help meet its constantly evolving needs. Zoom serves organisations of all industries and sizes because our platform can flexibly scale to fit current business demands.

According to research by **Forbes Insights**, a key means to driving better use of video conferencing and communications is by moving to a unified platform. In fact, 74% of IT decision-makers surveyed believe solution consolidation leads to significant cost savings, and 69% say their companies can achieve greater governance and control through consolidation of communications platforms.

Zoom provides easy-to-use unified communications that lead to a better connected, more productive organisation and empower people to accomplish more. Here are five reasons Zoom's unified communications platform is the preferred solution for simplifying modern businesses.

### 1. Zoom is easy to set up, use, and manage.

Zoom provides straightforward purchasing and deployment, with no hidden fees. It's one click to start or join any meeting, and Zoom provides easy collaboration and participant controls. In short, you don't need an IT team to roll out and manage Zoom.

### 2. Modern communications for your dispersed team

Get your entire team together on video in Gallery View or just to have a quick one-on-one meeting. Our HD video and audio deliver, even in low-bandwidth environments, so your teams can easily connect, collaborate, and work with agility.

### 3. Single platform for meetings, phone, webinars and chat

Use your resources wisely with a single solution for meetings, webinars, phone, and chat. Your employees only have to use one tool, and they'll love you for that! The best part: Zoom continues to innovate its platform to meet expanding business needs, so you'll never have to worry about finding another communications platform.

### 4. Connect via desktop clients, browsers, conference rooms & mobile devices

We're all about flexibility and simplicity. Zoom works seamlessly across all your operating systems - PC, Mac, Linux, iOS, and Android - so your employees aren't locked into specific devices. You also can affordably video-enable any conference room or meeting space with **Zoom Rooms**, which also are hardware agnostic and simple to set up. Or try one of Zoom's **all-in-one appliances**, which further simplifies how you deploy, manage, and scale the room experience.

### 5. The best value and return on investment

We know just how important it is to get more done quicker and build relationships through face-to-face interaction. Zoom helps you do just that with a ton of video communications capabilities packed into a license. Integrations with Google and Microsoft will streamline your meetings, and our **App Marketplace** has over **1000 integrations** with leading apps like **Calendly** and **PayPal** to extend the power of Zoom.

### Zoom on

Don't risk all the hard work you've put into building your business with communications that can't scale with you. Zoom platform provides leading communications services for every business looking to become the next great large enterprise.



**Oded Gal**  
Chief Product Officer  
Zoom Video Communications



**GET IN TOUCH** >



## Connecting the world with innovative, secure, and managed cloud technology.

Kandy helps you reap the benefits of cloud-based communications with innovative Unified Communications as a Service (UCaaS), Contact Center as a Service (CCaaS), and Communications Platform as a Service (CPaaS) solutions. Kandy enables rich omni-channel customer experiences, and improved business communications capabilities that enhances workflows. Kandy takes pride in serving the needs of large, complex enterprise and service provider customers, including multi-site, multi-national deployments with over 100k users.

### Kandy makes communications frictionless and available on any device, anywhere

The unique Kandy **Smart Office** suite is a complete Unified Communications and Collaboration solution for enterprise. Using a feature rich cloud PBX, **Smart Office** offers

advanced calling features, audio and video conferencing, collaboration, screensharing, 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 partner network to make connectivity easy and simple. Flexible packages and white-label options allow enterprises, partners, and service providers channels to better serve their customers and optimise revenues.

### Flexible, managed Cloud Contact Center options

Kandy's cloud based CCaaS solutions deliver advanced yet flexible capabilities for enterprise contact centers of any size, onsite or remote. Kandy **Live Support** – a web-based solution – can turn a legacy enterprise call center into an omni-channel contact center for both web sessions

and phone calls. With no software to download, and no equipment to install, remote agents can access an easy-to-use console from just a browser. Chat and Voice AI options handle routine calls to save you time and money, and escalate to a human agent when needed.

### Helping you join Teams!

Kandy securely connects Microsoft Teams to the rest of the world with Direct Routing as a Service. You can even integrate your existing Kandy UCaaS users with Microsoft Teams to better serve you own unique mix of knowledge-based or task-based users. Using a unique digital portal, Kandy configures and connects Teams to your existing phone system, numbers, and carrier SIP trunks. And because it's all in the cloud, no site visit is required.

### Embedded communications for the modern world

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. Enterprise grade messaging, chat, voice, video, 2FA, billing and provisioning APIs are available through a self-serve, ecommerce marketplace, and can integrate into your back-office systems. Overlay your UCaaS services with your own CPaaS based solutions for value added services.

### Kandy's fully cloud based team.

Kandy has team members and customers around the globe. We rely on high performance, reliable,

*"...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 Customer Experience, and improving Business Processes - this is what we do at Kandy"*

**Sacha Gera**  
President, Kandy Solutions

and secure cloud communications, and conduct our business on a day-to-day basis using our **Smart Office** and **Live Support** solutions. With the recent dramatic changes to the working environment, companies must be empowered to communicate flexibly, quickly, efficiently, and without skipping a beat. Our Kandy Cloud Communications solutions enable companies to rapidly meet this need seamlessly and cost-effectively.

### Enhanced Kandy power

Kandy is now part of the AVCtechnologies group of companies, adding extra value for customers with managed services for cyber security, connectivity and network operations for enterprises via Network Operations Centers (NOC) and Security (SOC) Operations Centers available 24x7x365.



**Jeff Singman**  
SVP Sales & Marketing  
Kandy Communications

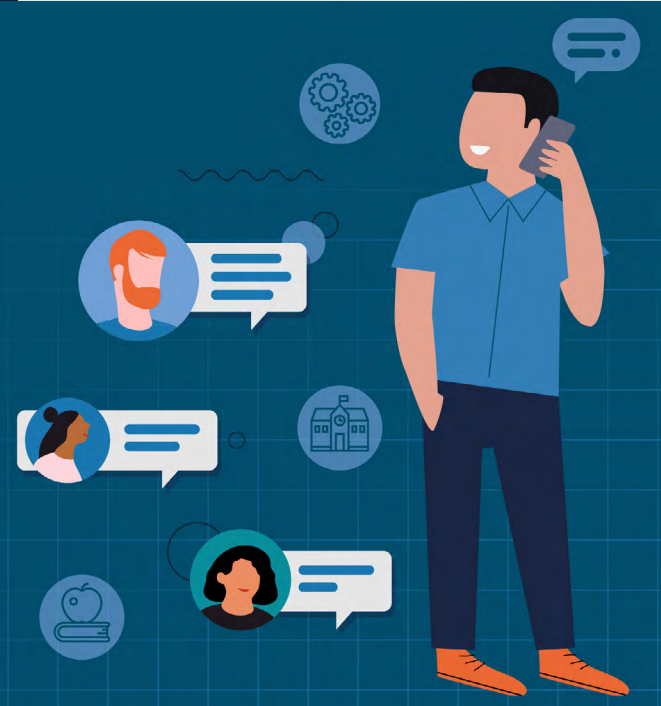


**GET IN TOUCH** >





Experiences That Matter



## Composability at the Core Drives Innovation at the Edge

### Everything Has Changed

The pandemic has changed business. Companies that had not yet started to digitally transform are now moving forward. Companies who already had digital transformation well under way – have accelerated their efforts. At the onset of the pandemic, many organisations did not know how they would continue to support the experiences of their employees as well as their customers. Experience gaps were amplified and agile solutions that could be implemented in hours and days instead of weeks and months became imperative. With incoming call volumes skyrocketing, and the sudden need to proactively communicate critical information to thousands of stakeholders – fear grew, and expectations rose.

From curbside pickup services to appointment scheduling to contact tracing and virus administration, the need for real-time adaptability grew ten-fold. However, many businesses were trapped in the technical debt of inflexible, monolithic systems.

### The Future Requires Composability

The realisation set in, that in order to address the challenges of today and the opportunities of tomorrow, they must be able to compose new experiences. The flexibility and power of Communications Platform as a Service (CPaaS) provides them with this composition platform.

Our customers are now using Avaya OneCloud CPaaS to rapidly innovate to address a wide

range of use cases. It provides a layer that accelerates the pace of innovation on top of monolithic on-premises or cloud communications infrastructure. It connects them with the latest API-driven cloud-based capabilities, that they can then use to compose new experiences.

Experts say by 2023, 90% of global enterprises will leverage API-enabled CPaaS offerings as a strategic IT skill set to enhance their digital competitiveness, up from 20% in 2020.

### CPaaS is a Force Multiplier for UCaaS and CCaaS

That puts CPaaS at the core of the composable enterprise vision. We consider it to be a force multiplier for both Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS). This starts with having best of breed building blocks in the areas of customer experience, employee experience, and work automation – along with an ecosystem of industry leading technologies.

CPaaS can be combined with CCaaS technology to orchestrate the entire customer journey – adding “wow” experiences that are composed “in the moment.” Building applications such as workstream collaboration on top of CPaaS enables them to be adaptable and future-proof.

Our customers also like that CPaaS is easy to scale and is cost effective, as they only pay for the services they need when they need them. And since many businesses don’t have application development resources, it is important for



CPaaS vendors to have apps ready to be quickly customised and deployed. This makes a big difference as we work with customers to address the many challenges brought on by the pandemic.

In a rapidly changing world of increasing customer expectations, companies must be able to adapt quickly. Avaya OneCloud CPaaS enables businesses to wrap their business value around each of their customers. It gives them the flexibility and power to deliver the experiences each customer wants when they want them, so that they stay satisfied loyal customers.

For further information click here



**Laura Faughtenberry**  
Avaya OneCloud  
CPaaS Marketing

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

[GET IN TOUCH >](#)



## Automate UC and Telecom Administration

### A world-class UC and telecom management software suite

For over thirty years, Unimax has been helping organizations manage and administer their telecom and UC systems. Today, Unimax is helping their customers manage nearly 10 million end points on systems throughout the world.

Organizations save time and expenses by using the tools in Unimax's UC management Software Suite for advanced administration of UC and telecom Moves, Adds, Changes, and Deletes (MACDs) in single and multi-vendor environments, off-loading MACDs to help desk or service desk agents or self service employees,

phone number and DID management, and more. But the most exciting area where Unimax adds value to organizations is in and around the concept of Automation.

### Automation meets UC and telecom management

Automation comes in many flavors and levels. One form of automation is removing steps from a multistep process to complete it more quickly with less cost. Another is pushing tools closer to the end users in order to take people, and therefore cost, out of the support chain, while giving telecom, UC, and IT staff time back for other work.

But the Automation of today is boundless and far more beneficial. Many organizations that Unimax help, have built-in workforce automation which allows them to construct business workflows with simple triggers that automatically process otherwise complex tasks in a 'lights out' manner. When new employees are hired, for example, automation can provision their UC and telecom assets such as a phone number, a physical phone, a soft phone, a collaboration tool, a voice mailbox, an agent ID, and more to an employee based on business rules such as where they office or reside, their role, etc. based on data from an identity source like Microsoft Active Directory. Conversely, when an employee leaves the organization, such assets are deleted or quarantined (like voice mailboxes) saving the organization from excessive maintenance or license fees.

Additionally, Unimax works alongside ITSM tools like ServiceNow so that the ITSM tool can be used by IT staff or even end-users to trigger everything from changing a voicemail password, adding a speed dial, adding a simultaneous ring, provision an asset, and much more.

### Automation delivers significant benefits

One of our premier customers, a worldwide bank, has successfully reached the lofty goal of automating 75% of voice communication MACDs! Of course, by doing so, the bank has saved hundreds of thousands of dollars annually, employees have become more satisfied with telecom and IT services, and previously overburdened engineers are now able to focus time on other projects and initiatives.



For more information about adding automation or any of the tools in Unimax's UC Management Software Suite to your UC and telecom environment, please visit [www.unimax.com](http://www.unimax.com) or email us at [TellMeMore@unimax.com](mailto:TellMeMore@unimax.com).

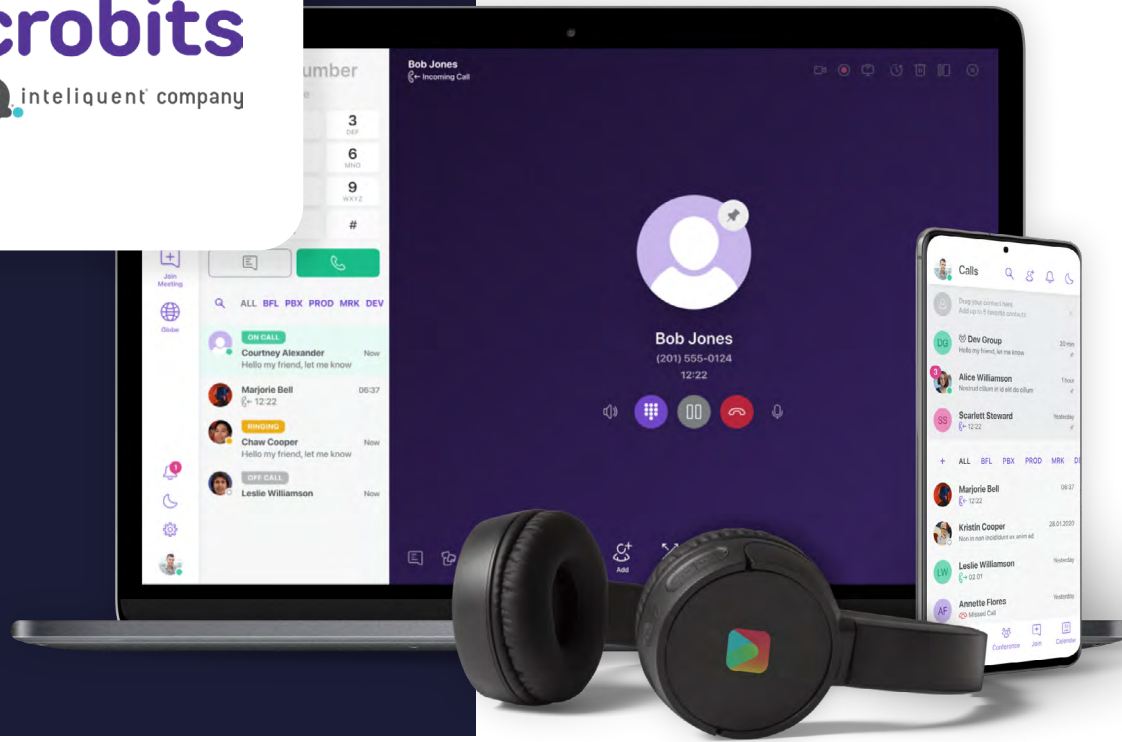


**Phil Moen**  
President and CEO  
Unimax

[unimax.com](http://unimax.com)

**GET IN TOUCH** >





# What are the real costs of building and supporting your own UC app?

The modern workplace and unified communications go hand in hand. So, what are the real costs of building and supporting your own application?

Cloud Softphone is an enterprise-grade APaaS solution that can save you up to 90% on development and support costs.

## Building your own UC platform can get costly - fast.

Whether you're looking for the right UC application for internal use, for reselling to specific verticals, or something else - building

your own platform can get expensive fast.

The average cost to build and deploy an app ranges from \$100,000 to \$500,000 or more without factoring in the unique requirements of the telecom industry. That's 1000s of hours just to get it off the ground.

Here are just a few ways your costs can balloon: Developers, Engineers, Designers, & QA. Building a platform requires a full team of experienced developers. Not only do you need software developers, enterprise architects, project managers, UI/UX designers, and quality assurance engineers - but they need to understand the complex telecom industry, too.

## Mobile and Desktop Support.

Widespread adoption of any app requires support for both mobile and desktop. After all, a unified communications platform is based on its ability to unify communications. Supporting iOS, Android, Windows, and Mac OS X will require a full-time development team.

## New Feature Development.

Communications technology moves fast. You need to keep up with all the latest features being released by your competitors if you want to stay relevant in the market.

## Ongoing Support.

When things go wrong, you need a support team in place to fix them and keep your user satisfaction scores high. But staffing a full-time support team isn't cheap.

Any of these requirements are big undertakings on their own. Now factor them into the greater communications experience - and it's obvious why many companies rely on industry-leaders for their UCaaS platforms and infrastructure.

## Telecom and networking technology is extremely complex.

The idea of building your own unified communications application from the ground up may seem doable, but in a complex sector where experiences matter, anything but perfection isn't good enough.

It took Microsoft decades to get it right. We saw the rise of Skype, Lync, Skype for Business, and

finally Microsoft Teams. Do you have Microsoft's R&D budget?

And even today, Microsoft allows third-party providers to provide enhanced connectivity solutions with Hosted PBX and Direct Routing services within Microsoft Teams.

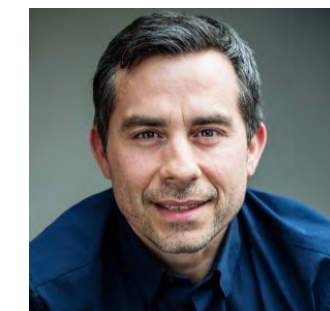
## APaaS as the solution.

The same fully customisable enterprise-grade tech for up to 90% less.

APaaS (Application Platform as a Service) gives companies everything they need to build a fully customized, white label UCaaS solution. They can pick and choose the features they want, brand it, add new features at any time, and receive same-day updates and support.

With the APaaS approach, companies can better stay in control of their costs, enjoy better flexibility over their UC solutions, and gain full access to enterprise-grade technology at a fraction of the cost.

It's the ideal solution for internal use, as a value-add for communication service providers, or for resellers looking for even more control and customisation.



**Rafael Torreblanca**  
SVP of Business Development  
Acrobits

acrobits.net

GET IN TOUCH >

# Adapting to Change

**Dom Black, Senior Analyst, Cavell Group, shares his thoughts on the market changes service providers need to embrace**

As a telecoms provider, the last year has been one of rapid change and adoption of cloud services. It has also posed a lot of challenges to your business and many of you will be

looking at how to remain relevant in the future and continue to grow.

## Moving in the right direction

The past year has seen the market move at an unprecedented rate, not just the adoption of collaboration services but also in terms of businesses moving their whole communications and IT stack to the cloud. For service providers in the market, we're helping them understand the opportunity not just in their own market but what overseas markets are growing and where can they grow their business in the future. One thing is sure, without the right data, it's impossible to build or test your strategy in this fast-paced market.

## The channel is evolving

The channel has always been a core route to market for the cloud communications industry and we've spent the past year working with our customers to really understand the changes that are taking place. We're seeing IT and telecoms channel merging together and this is posing huge issues for providers selling into this space as they try and remain relevant and add value into the IT stack. Understanding how your channel partners want to buy your services



**Dominic Black**  
Senior Analyst  
Cavell Group



and what they are looking for in a vendor is going to be key for anyone looking to remain relevant with their channel.

## Microsoft strategy and creating value add

Microsoft Teams has probably been the biggest disrupters that our industry has faced in a long time and they are causing many providers to look at what their ongoing strategy should be. Invariably, your strategy is going to incorporate some elements of the Microsoft stack and understand where you add value and where you can drive future margin will be key to your success.

## Scaling through M&A

Regardless of where you are as a business, gaining scale at speed has never been more important. Whether you are looking at new geographies and want to acquire a local

team, add capabilities into your portfolio or consolidate the market you are in, many providers will look at making an acquisition to do so. From finding the right target and making introductions to commercial due diligence or post acquisition strategy plans, we help providers find the right partner to acquire and accelerate their growth.

## Moving up the stack

As margins get squeezed on voice services, providers are looking at how they can move up the IT stack and what services they should look at selling in the future. Growth is not just about growing user base, but also about increasing ARPU and many providers are looking at where new opportunities lie and how they can leverage them for success. How and where to build, integrate or resell new services will be key to building value within your business in the future.





## How an Integrated Phone System Maximises Efficiency and Delights Customers

Businesses in 2021 need powerful and flexible communication tools to operate at an accelerated pace. **This includes:**

- A fast and easy set up
- The ability to make instant structural adjustments
- Seamless integration with existing tools

Cloud-based software solves these challenges, enabling full functionality everywhere - at work, home, personal mobile devices, and anywhere else with a reliable internet connection.

The past year has accelerated a trend that many companies were already adopting: distributed teams and remote teams, instead of 100% on

premise workforces. Because of this, flexible, ready-to-use tools are a necessity. Especially for scaling businesses and those that experience seasonal spikes in customer support activity.

Cloud-based phones remove the stress of a complicated tech infrastructure. Instead, administrators have the power to easily add numbers, adjust call routes, manage users, and access real-time analytics.

The combination of digital flexibility and integrated intelligence results in an exceptional customer experience. Customers see shorter on-hold times, faster transfers, and more precise resolutions.

Especially in the past year retaining customers with personalised care has become even more important. Cloud-based technology has proven itself invaluable when setting up remote teams, as well as keeping customers happy, 24/7.

### How software can create brand loyalty

Cloud phone solutions offer an easily navigable UI and a full-suite of advanced features. This lets your team handle call volume and high-value conversations with ease.

But it's integrations with everyday business software that sets tools like Aircall, apart from other voice-platforms. Vital information is at your representatives' fingertips at all times.

Using Aircall's integrated system, individual caller history is clearly displayed on an agent's screen and automatically syncs between Aircall and your **CRM or helpdesk solution of choice**. The right integrations provide sales and support representatives with the necessary knowledge for a smooth customer experience.

In order to provide the right customer experience, your phone needs to be an accessible and collaborative tool, just like any other business software. When integrated with CRM, helpdesk, and sales tracking programs, teams can share notes, transfer tickets, and work together to solve complex issues. Your phone, like the rest of your technology, needs to be modernised to be a vital part of a unified communication stack.

As a voice solution, Aircall excels in performance and reliability. However, its full functionality can

be seen when used in combination with other contact center software. Aircall's data syncing delivers critical insights to sales and support representatives on-screen, before ever saying "hello."

### For instance:

**HubSpot** - Aircall automatically displays vital information from HubSpot contact and deal records. Full call recordings are also accessible between team members.

**Salesforce** - An in-app dialer lets sales representatives call leads directly within Salesforce. With automatic note syncing note handoff between SDRs and account executives is simpler.

**Zendesk** - All call history is recorded as its own ticket under the correct customer profile. Customers never have to repeat themselves, no matter which agent is handling an issue.

Aircall also provides a dedicated onboarding team, personalised training, and a large suite of powerful features to help you enhance your customer experience. **Discover what a modern voice platform can do for your team.**



**Nicholas J. Price**  
Global Senior  
Manager of Content  
Aircall

aircall.io

GET IN TOUCH >



## Ending isolation when your workforce is dispersed

**Both your employees and your business deserve a taste of normal. You might not be able to get together, use the company canteen to discuss various topics or share points of view, but thanks to real-time collaboration and communication - you can reunify your teams virtually.**

### Is the office from anywhere the new normal?

We have become used to the fact that for most of us our place of work isn't the office anymore. For many it took a pinch of creativity to setup home offices in living rooms, bedrooms, guest rooms or basements. This sudden switch did not only change how we perceive our home or how we do our work, but it also impacted our social habits. The way we communicate and socialise has changed drastically and to maintain a healthy social and a successful business life we must rely on technology.

### The time has come to build strong "collaborative" foundations for today and for the future.

While the isolation conditioned our behaviour and subjected even the most reluctant businesses to a forced migration to the cloud, the communication platforms used to do so, kept daily operations possible and helped us stay in touch with colleagues, partners and customers. Even though handshakes were replaced by high five smileys, most of the communication remained the same, even if at distance. Contrary to popular belief, we remained in high spirits

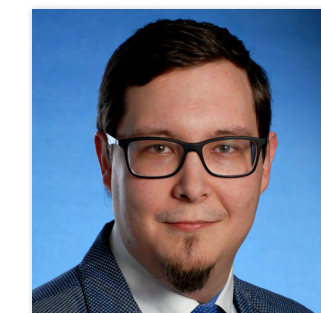
and teamwork kept flourishing. Work was getting done, emails were getting sent, presentations held, customers called, products sold, and a year has passed. It worked out short-term, but if you want to stay successful in the future – enabling the work from anywhere and everywhere - here's what to consider:

- **High quality audio and video:** make sure you use a platform which offers audio and video calls in high definition. Now that personal meetings are mostly out of question it's more important than ever.
- **Protect existing investments:** use service providers who can guarantee you seamless integration of your existing private branch exchange (PBX) and PSTN capabilities. You don't want to rip and replace your existing assets. Use providers who will integrate them into the cloud instead.
- **Hybrid or cloud-based:** discover the right deployment model for your business. If data security and integrity can be guaranteed (i.e. if the provider doesn't underlie the 'cloud act' or the 'patriot act') you can go cloud-based as it's usually more flexible with subscription-based with no upfront costs. Hybrid gives you more stability and is great if already invested in on-premise hardware (such as a physical PBX) in the past.
- **Seamless integration:** you want to use leading platforms like Rainbow™ by Alcatel-Lucent Enterprise, which have the ability to integrate with your existing applications, such as client relationship management tools.



- **Support:** when something goes awry you need help right away. 24/7 one point of contact and the ability to influence the product by suggesting improvements is what you are ideally looking for.

With **Rainbow by Alcatel-Lucent Enterprise**, businesses get innovative functionalities and features for an effective communication and collaboration solution, without compromising on security, privacy, or data sovereignty. To prepare the work from anywhere and everywhere, Rainbow is the ideal solution. **Learn More**



**Toni Galo**  
Cloud Solution Marketing  
Consultant  
Alcatel-Lucent Enterprise

[al-enterprise.com](https://al-enterprise.com)

**GET IN TOUCH** >





# Microsoft Teams, the IT fast track to a successful Hybrid Workplace

**2020 saw IT teams cram a decade's worth of transformation into a few months. Every home is now a branch office and new collaboration platforms sit alongside legacy PBXs, competing for scarce resources. What happens next? How do IT teams who adopted Microsoft Teams in 2020, win in 2021? Here are 3 key tips.**

## 1. The "Hybrid Workplace" is here for good, build your strategy around Microsoft Teams

The challenging events of 2020-21 have changed how we view working practices 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 challenge for IT professionals is to deploy long-term hybrid workplace strategies to secure

business continuity while keeping employees both safe and productive wherever they work. It also needs to be cost-effective, secure and agile. Microsoft Teams is an ideal platform on which to build this strategy.

## 2. Fully Integrate Microsoft Teams with your Voice Communications & Meetings

Having moved to Microsoft Teams, why not make it your platform for all voice and video communications? It's easier than you think,

you don't need to rip out existing PBXs and you are 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 set-up and service provider. **AudioCodes is an expert** in helping organisations successfully migrate to Microsoft Teams.

You also need to make the right device choices. For employees, consider their individual working practices. For some, a headset is ideal. Others will prefer a more familiar desk-phone experience with superior handsfree audio and one touch access to Teams calls, leaving their laptop free for other tasks.

Meetings in the hybrid workplace will also be different, with smaller, socially distanced groups in huddle rooms engaged in video calls with remote colleagues. Consider that, as well as larger meetings, in your device strategy. AudioCodes can provide IP Phones and Meeting Room solutions for every Microsoft Teams scenario.

## 3. Keep it Simple. Subscribe. Let a Managed Service take the strain.

When faced with challenging times, conflicting priorities and limited resources, IT teams need expert help to cost-effectively accelerate voice integration with Microsoft Teams. Adopting a subscription-based managed service is great for budget planning and it frees up IT professionals to focus on other priorities.



**AudioCodes Live for Microsoft Teams** wraps AudioCodes expertise in integrating voice with Microsoft Teams into a subscription based managed service, offering Direct Routing as a Service, user management and even on-site integration with legacy equipment. Add IP Phones, Meeting Room devices and Compliance Call Recording to your monthly subscription too. The easier route for IT professionals to get on the fast track to Microsoft Teams and accelerate digital transformation.



**Andy Elliot**  
VP Marketing  
AudioCodes

[audiocodes.com](https://audiocodes.com)

**GET IN TOUCH** >



## Solving the complexities of Global Communications

Managing IT globally is a complex business that comes with many challenges. Mixed technologies, multiple vendors and diverse geographies are only the start of the problem. Add in regional variances in pricing, regulations, invoicing and language and you've got a plethora of IT hurdles to overcome – which, if not managed correctly, will lead to inconsistencies in user experience and poor service levels.

Now consider how technology is evolving at such a scary pace and how it's a constant race to stay current. Heavy investments in legacy technologies often limits the ability for businesses to move to new cutting-edge systems. Instead 'sweating the assets' is the

obligatory stance. But digital transformation is key to the success of any business, so in most cases this strategy is flawed. What's important is to get the most out of existing technology while updating it for the 21st century, all without compromising on user experience.

**One Contract. One Invoice. One Provider. Globally.**

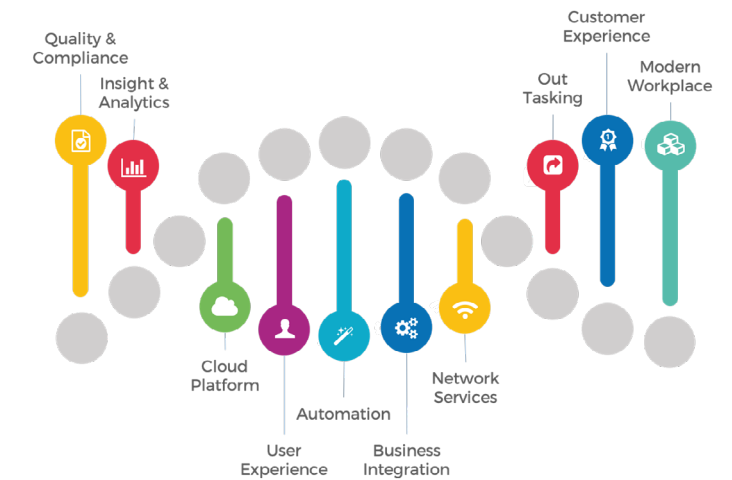
Aura brings together the best service and technology providers in the world. Collectively, we have over 5,000 expert consultants, project managers, engineers and more than 35 technology vendors at our fingertips. With a direct presence in over 120 countries, we can deliver services locally, virtually anywhere

in the world. Our feet on the street resource enables us to overcome the challenges of regional variance yet our central global management layer brings a uniform strategic vision and consistency across the board.

Additionally, our integrated solutions allow businesses to optimise current investments, adopt new collaboration tools and drive innovation all at once. Through our unique **Solutions Hub**, we offer a multitude of technologies – including Microsoft, Cisco, Five9, Ring Central, Genesys and Avaya – to deliver the best possible business outcomes, regardless of vendor. Above all else, our extensive expertise lends businesses a safe pair of hands to guide and deliver on their transformation journey at a pace that works for them, integrating legacy with best-of-breed along the way for an optimum environment.

### Taking the guesswork out of technology

Businesses navigating their transformation journey need to be informed. The best business decisions come with knowledge and understanding. But with the constant change in demands of users, applications and new cloud consumption models, it's hard to keep track of assets, how they are performing and whether they are being fully utilised or are in fact redundant – an unnecessary and avoidable cost. To validate how efficiently they're operating, businesses need data-driven evidence as proof that technology is benefiting their organisation.



**Aura Insight** is our diverse portfolio of insight and analytics solutions, designed to provide end-to-end global performance and behaviour monitoring for IT, communications and collaboration. It delivers unparalleled visibility and insight into a business's applications across any platform or service. It can test, measure and right-size resources saving businesses money, increasing productivity and improving user experience. Put simply, Aura Insight makes technology accountable.



**Jonathan Harris**  
Chief Strategy Officer  
Aura

[weareaura.com](https://weareaura.com)

**GET IN TOUCH** >





# CallTower's UCaaS, CCaaS and Collaboration Solutions

Combine powerful voice enablement with contact centre, productivity tools and network support to unleash the full power of a comprehensive turn-key business communication solutions.

## ONE-STOP-SHOP

- Full turn-key solution
- One invoice
- Dedicated circuits
- Fully managed handsets, headsets and conference rooms

## SECURITY, STABILITY & SCALABILITY

- Benefits of OPEX vs CAPEX
- One platform to monitor
- End-to-end private cloud environment
- Faster troubleshooting

## PROJECT MANAGEMENT

- No finger pointing between solution providers

- One project team for design/changes
- Faster deployment times
- Easy-to-use solution management tool

## 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 Native Microsoft Teams or hosted Skype for Business 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.

## 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.

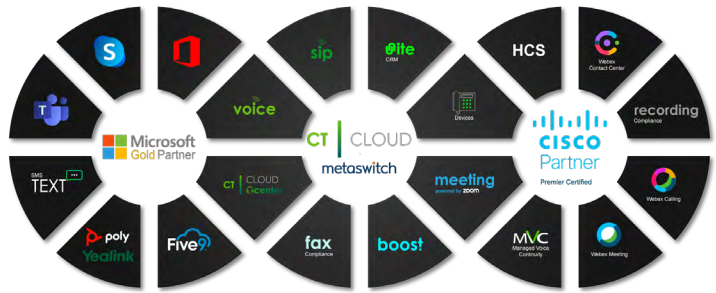
## CISCO SOLUTIONS

As organisations become more complex, their employees need smarter and better ways to collaborate. Cisco offers this experience – and it is the most secure IP telephone system available. CallTower's Hosted Cisco solutions provide the ultimate in 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.

## ONLINE PROVISIONING IN CALLTOWER CONNECT

### Manage Rapidly Changing Technologies with Ease

CallTower enables customers to manage rapidly changing technologies through CallTower Connect – a user-friendly portal, created and developed in-house. This proprietary system ensures our customers can administer services without expertise in any one technology or hiring outside consultants to manage their UCaaS platforms.



CallTower Connect is built from the ground up for speed and ease of use. The application is launched from a web browser by an end user or company administrator to add or manage CallTower hosted Microsoft Teams, Skype for Business, Cisco HCS, CT Cloud Voice, CT Cloud SIP, Email and Conferencing solutions. CallTower Connect places powerful communication tools within an easy-to-use application. A few clicks are all it takes to customise many phone features.



**William Rubio**  
Chief Revenue Officer  
CallTower

calltower.com

GET IN TOUCH >



# UC AWARDS 2021

JULY 2021



ucawards.com



## SMART GUIDES LIBRARY



EXPLORE THE COLLECTION







## The New Age of Unified Communications: 3 Trends for 2021

**2020 proved to be the year of the unpredictable: organisations had to react quickly to help employees adapt to changing working environments and effective Unified Communications (UC) became more important than ever. Now, as we move into 2021, what UC Trends can we foresee?**

### Hybrid-Working is the Future

Distributed hybrid-working will become permanent in 2021, particularly in the contact centre industry, which previously held the crown as one of the last mill-style working environments.

Organisations will need to remain agile and hybrid working helps to enable this - they need to be established in the cloud with a workforce ready to operate from multiple locations.

The demand for hybrid-working to continue is now two-fold – having experienced the benefits, employees are now pushing employers to offer this in the long-term. Businesses are beginning to realise that employee experience and customer experience are intrinsically linked – one drives the other. The value of tightly linking these together and investing in UC to enhance employee experience is fundamental to overall business success.

Content Guru's **storm**® cloud solution is browser-based, enabling contact centre agents to log-in and work seamlessly from anywhere, at any time. This allows for flexible shift patterns, greater freedom and healthier employee satisfaction rates - cutting down agent churn dramatically.

### The Rise of the Video Call

In the age of distributed working, your employees use a range of different digital tools to communicate with one another. To keep your business running as usual during unprecedented times, and to optimise your operations, it is essential that you align your front and back-office teams, by providing them with access to their preferred methods of collaboration.

To be successful, your contact centre's external communications solution needs to integrate with the internally-facing technology used throughout the wider organisation by back-office subject matter experts, such as **Microsoft Teams** and **Zoom**. **storm** integrates with both of these applications, which have emerged during the pandemic as the 'holy grail' of remote work. Alongside this, **storm** offers its own one and two-way video call functionality, which has been used by the Healthcare sector during COVID-19 to reduce face-to-face appointments and keep clinicians and patients safe from the virus.

### Flexibility Must Not Compromise Service Standards

While flexible working is hugely appealing in many ways, businesses may have concerns around how workforce management (WFM)



might work away from the closely supervised physical contact centre. As such, contact centre leaders in 2021 will seek a distributed working solution that offers effective Quality Management (QM) capabilities.

**storm** offers screen recording to enable both supervisors to keep an eye on their agents in real-time, and agents to feel supported in their work while away from the centre. Screen recording, auditing and performance management can provide exactly the same insights to supervisors as when agents are in the contact centre itself. This ensures that supervisors know that the same excellent standards of customer experience are being delivered, even when they cannot physically look over an agent's shoulder.



**Martin Taylor**  
Deputy CEO  
and Co-Founder  
Content Guru

[contentguru.com](https://contentguru.com)

**GET IN TOUCH** >



## Anywhere communications with Microsoft Teams Voice

### We help organisations integrate their telephony with Microsoft Teams Voice

#### Embracing new ways of working

COVID-19 has forced us all to reassess where and how we work. Organisations are now trying to work out what the 'new normal' means for them, their employees, and their business operations in the future. Whatever blend of office-based and remote working proves sustainable, one thing is certain. Optimal performance requires well connected employees, able to collaborate and communicate seamlessly and effortlessly.

**Unified Communications (UC) solutions** are designed to deliver consistent communications

and quality team collaboration, both inside the organisation and with business partners. Effectively applied, UC can integrate all ways of working to ensure high levels of individual productivity and employee satisfaction.

UC is transforming even the most traditional areas of business communication. End user telephony, for example, has been slow to develop in line with technology advances. Microsoft Teams Voice offers organisations the chance to modernise and exploit their voice capabilities and make all their communication channels work together.

### Unlocking the benefits of Teams Telephony with your existing infrastructure

CPS helps clients transition to **Microsoft Teams Voice**. For some, that requires a gradual changeover, where we provide an interim design to present calls in Teams while an in-situ PBX is retained.

We support a growing number of clients choosing to 'stitch' different telephony technologies together with Microsoft Teams. This might mean a complex mix of pure voice routing, contact centre agent telephony, and factory floor PA systems, for example. Our UC Team has the experience to handle the challenges.

CPS is also highly skilled in supporting legacy integration of communications systems: including systems that are often overlooked when organisations are planning cloud strategies.

### Helping companies migrate to Microsoft Teams Voice

Our approach to migration maximises existing investment while delivering a full or blended Microsoft Teams Telephony solution. We support migrations from: On-premises, Skype for Business Online; Hybrid systems, including multi-tenant customers; and many types of PBX solutions.

#### 'One supplier' approach

The telephony landscape is complex, and many organisations only want to deal with

one supplier. CPS enables this single supplier approach through its best-in-class endpoint partnerships. This means our clients deal exclusively with us but get the support of a range of specialists, such as Microsoft Teams room device providers and Microsoft Teams certified contact centre specialists with PCI compliance expertise (to advise on compliance call recording requirements).

### How we can help

With a wide array of inhouse UC skills and experience of our own (ranging from the inception of Microsoft LCS2005 to present-day Microsoft Teams), CPS is a partner of choice in the Microsoft Teams Voice space.

Our Microsoft Teams Voice solutions have met highly complex client requirements for legacy PBX integration, analogue lines, PA Systems, analytics, and PCI compliant contact centres. Many of our solutions are implemented in multiple locations across the world.



**Iain Smith**  
Client Delivery Director  
and Microsoft Valued  
Professional  
CPS



Gold Cloud Productivity  
Calling for Microsoft Teams  
Advanced Specialization



Gold Cloud Productivity  
Adoption and Change Management  
Advanced Specialization



Gold Cloud Productivity  
Meetings and Meeting Rooms  
for Microsoft Teams  
Advanced Specialization



**GET IN TOUCH** >





## Crestron Flex MM offers high-performance audio and video quality for the Work from Anywhere Workforce

Organisations must be flexible and agile when addressing evolving workplace needs in the COVID-19 work era. Crestron leaned into its expertise in enterprise AV and workplace collaboration technology to engineer and deliver multiple new product solutions for successful hybrid-working environments. Crestron Flex MM meets the growing demand for best-in-class conferencing technology in any work or learning space. The Crestron Flex MM is a sleek and compact audio and video conferencing solution and an easy-to-use, deploy, and manage tabletop meeting and collaboration system. With native Microsoft Teams® or Zoom Rooms™ software,

Crestron Flex MM is ideal for newly converted or dedicated, small workspaces both in the corporate and home office.

Work from anywhere has become a widely accepted concept and even those returning to an office are redefining collaboration and finding new ways to connect with colleagues, partners, and customers - whether hours away, or simply in the office next door. The new office perk is access to video conferencing and collaboration technology, as employers seek ways to encourage interaction and support productivity. Companies migrate former huddle spaces into

hotel spaces for workers and convert conference rooms into dedicated small team workspaces or management offices. So, investment in smaller footprint but high-performance collaboration devices that bring enterprise-level professional audio and video conferencing solutions to all working environments, will increase.

Crestron Flex MM brings quality tabletop video conferencing to small spaces while delivering one-touch connectivity in a compact footprint. The device features a sleek and sophisticated design with a 40% reduction in size, without sacrificing high-performance audio and video quality found in the tabletop series of devices.

Crestron Flex MM bridges the gap between the home and the office, and the enabling of video meetings, phone calls, and collaborative team sessions, supporting work from anywhere.

### The system features:

- Native support for Microsoft Teams or Zoom Rooms
- A simple, consistent user experience with one-touch-to-join meetings
- 7-inch touch screen
- 10-foot/3 metres mic pick-up range
- Ultra wide-angle HD camera with 150° diagonal field of view
- Enterprise-grade network security
- Remotely provision, control, and manage



The pandemic has dramatically shifted the way we work and the spaces we work in. Microsoft Teams and Zoom are household names, huddle rooms and conference spaces are being redefined to team units, and our desks are overrun with migratory devices that are never ready for the next video call. Crestron is quickly engineering products to solve these problems. The future of work is in Crestron's DNA and solutions, such as Crestron Flex MM, demonstrates our continuous innovation in enterprise technology that allows people to work efficiently and effectively from anywhere.



**Andrew Gross**  
Senior Director  
UC Enterprise  
Crestron

[crestron.com](https://crestron.com)

**GET IN TOUCH** >

# Building collaborative contact revenue with UCaaS

Cloud technology has transformed how many services and applications are delivered, giving access to sophisticated functionality previously only available to big enterprises with large budgets. Unified Communications as a Service (UCaaS) is part of that cloud revolution, and represents an opportunity for service providers to offer powerful contact technology to business customers. Benefits include:

- Support for remote workforces
- Rapid roll-out of new features
- No need for in-house expertise
- High availability and scalability

- Cost savings – through reduced capex and opex
- Experimentation with UC without big commitments
- No more siloed systems, through seamless integrations

## Integrations open doors

This latter point is important, because UCaaS can combine multiple communication and collaboration applications and services in a single environment. Through powerful APIs, UC becomes more integrated within enterprise processes such as CRMs, ERPs and

vertical-specific systems. UCaaS can become the starting point for service providers to offer other, complementary contact solutions and applications as part of customers' digital transformation. Plus, as the UCaaS vendor is responsible for R&D and making sure everything works, the service provider can focus on its business. A far wider group of service providers can start offering or testing UC without major commitment.

## Focus on business, not technology

While UCaaS can be implemented 'off-the-shelf', it should also have flexible options for service providers to customise their own contact products. At Enreach, we believe in giving partners the ability to customise, not force a 'one size fits all' approach. As well as supporting market differentiation, customisation helps to fit UCC around the way a customer's business works, rather than forcing them to make changes to accommodate new technology. Customisation also helps the creation of vertical or horizontal market specific packages, such as contact centre functionality, minus the investment and cost of a traditional contact centre solution.

## Mobile and more

With UCaaS, users can have a consistent experience, across all devices, locations, apps and networks. UCaaS is also a natural fit with mobile technology, so that it becomes part of the overall

communications environment. This focus on mobility is an area that Enreach has pioneered and won awards for over the years, blending network-driven native Fixed Mobile Convergence (FMC) with UCaaS.

## Working with service providers

**Enreach** is Europe's fast-growing UC company, with market-proven, white-label, multi-tenant UCC cloud solutions. Enreach's mission is to give businesses easy access to superior quality contact tools, combined with a simple-to-use, user-centric interface. We are helping resellers of all kinds transition towards SaaS and service provider models, enabling them to retain ownership of the customer relationship, but with access to the expertise of our 950 employees and other resources across 25 European offices.

UCaaS can drive new revenue, build more business and explore new markets. Enreach is committed to helping partners achieve those goals.



**Bertrand Pourcelot**  
Managing Director  
**Enreach**  
for Service Providers

**enreach.com**

**GET IN TOUCH >**





## Simple Communications for Human Powered Businesses

UCaaS provides the simple tools that enable humans to interact with humans over voice, video and chat. iPECS Cloud UCaaS delivers the simplicity and ease of use that users across the world demand.

Users across the globe rely on Ericsson-LG Enterprise to deliver their communication and collaboration tools and although this year has seen a huge amount of change and disruption, Ericsson-LG Enterprise have continued to provide its customers with World class UCaaS services, ensuring public sector organisations such as the NHS and commercial businesses like Next haven't missed a beat.

Ericsson-LG Enterprise has helped organisations of all sizes evolve their communications to the Cloud at a pace that suits them. A strategy that has proven evolutionary in 2020 as businesses needed to adopt new technologies through the pandemic.

### Constant Innovation

One benefit of consuming communications-as-a-service is that future innovation is part of the monthly subscription - you expect a constant flow of new features and functionality that will make sure users get access to everything that makes communicating easier.

### Playing well with others

Your organisation uses a range of applications to support your team and your customers. iPECS Cloud UCaaS has out-of-the-box integrations to key applications such as Microsoft Teams, Salesforce, Hubspot, Xero and more. Along with our API, this ensures iPECS Cloud is easily embedded into your business processes.

### iPECS ONE, Your WebRTC Client

iPECS ONE enables your users, regardless of location, to access iPECS Cloud from a browser or smartphone app delivering all of the features needed to communicate via voice, video or chat. Collaboration over video with colleagues or customers becomes just another button click on a browser or smartphone app. All of this means deployment, training, and access are as simple as loading up your favourite web page.

### Security and reliability

iPECS Cloud is hosted in secure and resilient data centres that ensures your communications tools are always available when you need them. With the highest levels of security embedded into the platform and our networks, you can be assured that iPECS Cloud meets the most stringent security and compliance environments.

### Respecting your budget – Lowering Costs

Technology has almost limitless boundaries. Organisations need to adopt tools that meet their

needs but also respect budget constraints. iPECS Cloud UCaaS provides the flexibility and lower cost of ownership that both IT and finance leaders are after.

### Partnership

Our network of global technology partners ensures that every iPECS Cloud UCaaS solution is tailored to the user. We recognise that every business is unique. Our technology partners across the globe understand the specific needs of local markets, industry sectors and specialist communications environments. We believe the innovation, resilience and reliability delivered by the iPECS platform is only a part of the solution required. The tailored support, implementation and expertise of our partners ensure you have the solution you need to win in your market.

iPECS Cloud UCaaS from Ericsson-LG Enterprise engages and empowers your users and helps you drive future innovation for your business.



**Ahed Alkhatib**  
VP Global  
Sales and Marketing  
Ericsson-LG Enterprise

[ipecs.com](https://ipecs.com)

**GET IN TOUCH** >

# The Rise of Cloud Voice

**In a world of video conferencing and instant messaging, it's easy to overlook the continued value of voice for today's business operations.**

Yet, as many organisations continue to discover, voice is still the preferred tool for human communication in virtually any environment. More importantly, it's an essential factor of running a successful business.

The cloud calling market is set to increase even further in an environment where cloud-based conversations are becoming increasingly critical. Notably, we've seen a huge increase in the interest around Direct Routing as companies continue to migrate their telephony to Microsoft Teams.

The cloud is the new home for our voice interactions, and companies need to make sure they're ready to embrace this new environment.

## The Trends in Cloud Voice

**It's no secret that demand for cloud technology is growing.**

Since the global events of 2020 rocked the world, companies have been shifting rapidly to a more virtual environment for work,

collaboration, and customer interaction. In this new landscape, cloud voice is how business leaders ensure that their teams can stay connected worldwide. What's more, cloud voice helps to reduce the costs and complexities of conversations with customers and staff members all over the world.

The trends of the cloud voice market include:

**SIP is Getting Smarter:** The ability to establish advanced call routing strategies, or build calling into your daily workflows is one of the main drivers of cloud voice right now. Depending on the needs of a company, cloud calling can flex to suit any requirement. Smart SIP is set to take the cloud voice space to the next level.

**Security concerns:** Security and privacy have long been crucial considerations for any business investing in cloud voice. Cyber-attacks and spam calls are increasing at a rapid rate, and VoIP is still vulnerable to attacks and fraud. As we move into the future, better analytics, biometric security, and other privacy methods will come into play to help protect the people in calls.

**Improved integrations:** Voice may still be the most valuable tool for communication in the business world, but it's not the only option. As companies continue to experiment with everything from chat to video, voice solutions will need to integrate seamlessly with the rest of the business stack. Smooth connections to UCaaS, CCaaS, and third-party applications will be essential in the years ahead.

## Voice Now Lives in the Cloud

Cloud communications promise better flexibility, scalability, and reduced expenses to businesses of all sizes. It's no wonder that the shift to cloud voice has accelerated at such a rapid pace. Now that we're in a landscape where employees and agents need to be able to communicate from anywhere, the cloud is the only way to allow for true business continuity and flexibility.

For business owners, resellers, and vendors alike, the cloud is the only way forward. The decision is simple: evolve or perish.



**Learn more**

Download our  
**FREE** Smart Guide



**Keep up to date with all of the latest news, reviews and opinions at UC Today**

**NEWS**



**REVIEWS**



**DIRECTORY**







Voice2Teams

## Teams Evolved

Whilst businesses leapt to adopt collaboration tools in the spring of 2020, many left behind their enhanced telephony features and business insights. Businesses took one step forward in collaboration adoption, but two steps back regarding telephony functionality. We are now stepping forward together into the new world we live in, with collaboration at the centre but with rich telephony features and business tools available and on demand within a pure collaboration environment. Everyone can voice enable teams, but with Teams Evolved you can run and manage your business in Microsoft Teams.

Evolve IP has broken down the barriers between

enhanced telephony features, business tools and MS Teams by correctly monitoring the hook status of a Teams user, which standard Direct Routing is unable to do.

### This Provides:

- Accurate call stats with Akixi Reporting
- Advanced CRM Integrations, with over 350 supported
- Call Centre functions within teams
- Call Recording and AI for analysis and compliance

Evolve IP provides these features with either Microsoft Teams or Cisco Webex, providing true choice for customers to make the right decision. Enterprise requirements like integrated Contact Centres, DECT Handsets, ATAs, and global reach enable Evolve IP to add true value to either platform.

This powerful combination enables us to deploy flexible, purpose-built business collaboration experiences that are tailored to meet the needs of your business' environment and dramatically improve your associates' productivity.

### Why Customers Choose Evolve IP

Evolve IP makes the work experience better. We take the tools you'd typically use at the office, like a phone and the apps on your desktop, and deliver them from a single portal that users can access on any device. Employers are increasingly aware of the importance of a 'work anywhere' mindset where employees want to be more productive and collaborate in meaningful ways no matter where they are, or what time it is. Evolve IP enables employees to contribute to the business in ways that fit their lifestyles while their company's IT becomes more secure, more dependable and much easier to manage.

Our Purpose-Built® cloud solutions unify collaboration, communications and contact centres and leverage industry-leading technology partners like Microsoft and Cisco.

## Cisco Webex

This focus keeps us dedicated to driving successful client outcomes and has resulted in Evolve IP scoring consistently at the top of verified analyst and client satisfaction rankings. It has also led to our solutions being deployed to over 500,000 users around the globe at thousands of enterprises, including some of the world's most well-known brands.

Evolve IP, is an international, carrier grade, UCaaS, Hosted Telephony service provider specialising in verticals. Our hosted unified communications platform is 100% in-directly sold through partners. We own and operate a global carrier grade BroadSoft (Cisco) platform with a reach to 72 countries and customers live in 38 countries. We provide Open API's and flexibility to integrate to third party applications and offer market leading, value adding, next generation solutions including: Integration to Microsoft Teams, WebEx, Contact Centre, Analytics, Intelligent IVR & Call Recording.



**Paul Harrison**  
Managing Director  
Evolve IP UK



**GET IN TOUCH** >



## Reimagine CX and Realise Results

Differentiated customer experience (CX) is the next frontier for businesses looking to gain an edge in the markets they play in. Customers expect a CX that is personalised, predictive, digitally enabled and human all at the same time. But as expectations often outweigh the experience, businesses need to reimagine their approach to stay ahead.

Five9 helps customers not just create great CX, but also reimagine CX, while at the same time ensuring that vision can become reality and businesses can realise tangible results.

Five9 is a recognised leader in providing contact center as a service (CCaaS) software. Born in the cloud, Five9 has an enviable heritage of providing the most trusted and reliable cloud contact center solutions. The Five9 solutions and services provide businesses with a clear path from digital to cloud to reimaged CX.

### The Five9 Intelligent Cloud Contact Center has you covered

We not only help you REIMAGINE your CX; we also help you REALISE it with our industry-leading platform. Every Five9 product and line

of Five9 code leverages modern public cloud advantages such as multi-region cloud storage, cyber-resiliency, elastic scaling and multi-zone redundancy. With our cloud-based contact center, you have the agility to innovate and scale across your CX vision.

### Ultimately, we want to help you:

**ENGAGE** and delight your customers, providing them choice. Whether it's self-service or live agents, across channels of their choice. Provide your customers the convenience, flexibility, and satisfaction to switch between channels while maintaining context.

**EMPOWER** your agents with all of the tools, data, workflow and integration in one UI, enabling supervisors to motivate and performance-manage agents regardless of location. Offering agents a single consistent experience helps minimise the learning curve and empower the business to focus on the customer, not the screen.

**CLOSE** the loop with customers utilising surveys, responses, or proactive notifications, and leverage that valuable feedback to continue to innovate. Deliver more predictable, consistent results by streamlining manual processes and repetitive human actions with automation that turns routine tasks into exceptional outcomes.

**CONNECT** the contact center to the business utilising shared data, analytics, reports, insights and the ability to look across the organisation to help make smarter and faster business decisions.



Changes in the global landscape have accelerated the path towards digital transformation for many businesses, and we're excited to help businesses on their journey to reimagine CX by reimagining the contact center. Five9 is here to support your teams with the best cloud contact center technology, helping you deliver a reimaged CX that will allow you to differentiate and deliver business results.

To hear more about how you can reimagine CX visit us at [www.five9.com](https://www.five9.com) or call 1-800-553-8159.

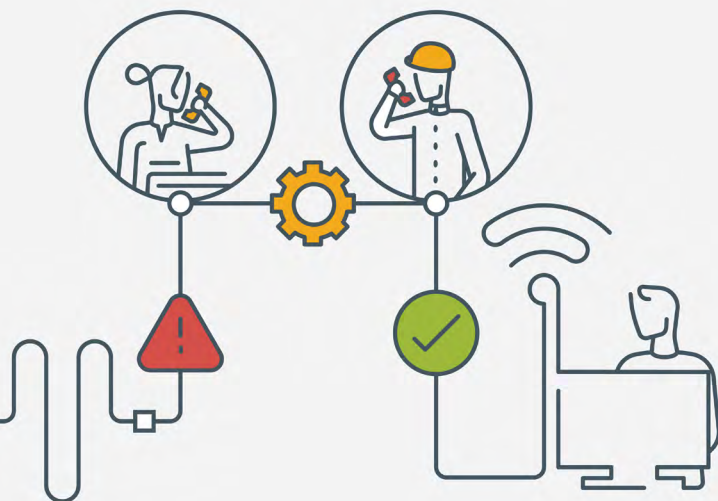


**Genefa Murphy**  
Chief Marketing Officer  
Five9

[five9.com](https://www.five9.com)

**GET IN TOUCH** >





## How to better connect with customers

Whether you sell networks, or buy them to add value before selling them on, that connectivity is fundamental to your business. Without it, nothing works.

Yet, in research Highlight carried out recently through Larato, an independent consultancy, Service Providers at all levels mentioned commoditisation as one of the top three obstacles to growing their businesses. Why is this?

Because working in any commodity market is hard.

If you're selling the same thing as everyone else – which rather defines the term 'commodity' – then you're at the mercy of the customer, who can simply switch suppliers and continue to get the same thing but possibly at a slightly lower price. Too many Service Providers have fallen into this trap, focussing on shaving costs and prices, rather than what would really help: differentiation.

If you're simply buying products on the open market and selling them on – bandwidth, routers, UC software, WiFi stations – then so can anyone else. It's a simple approach. You can try and differentiate by offering things at a lower, eye-

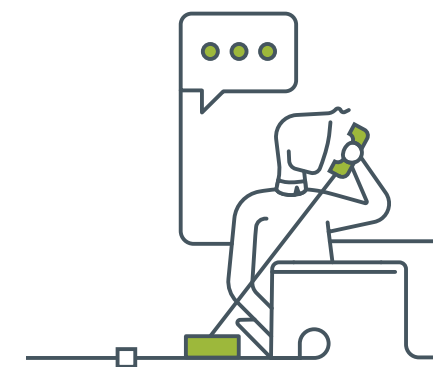
catching price, but ultimately it's only a matter of time before a competitor comes up with the same bundle, at a slightly lower price. There's only one way to respond to that, right?

Wrong. The way to differentiate is to add something only you can add: service, the way you do it. As someone once said, I can copy your collateral in a week, your product in a month, but your culture – how you do things – will take me years. To truly differentiate, and stand out in a crowded market, and preserve your prices and margins, you need to wrap service around the technology you sell.

### Sell an experience, not a commodity.

That service can be whatever you make it – so where do you start? Highlight **published an eBook** which goes into this in a lot more detail, but essentially you should start by recognising that your customers don't want to worry about their connectivity – they'd rather get on with running their core business. By talking to them and understanding how they're using the network in their business, you're becoming part of their IT team, and eventually their go-to company for technical purchases and resource.

Frustratingly, while many providers believe that they provide a level of service wrap around the connectivity they deliver, they're often guilty of believing their own marketing, and conversations with customers tell a different story. If you do nothing else, as a business owner or manager responsible for the continued growth of your company, schedule a direct meeting with buyers



and IT managers in five of your top customers. Ask them honestly about their experience in buying from you and how you can help them actually solve their network problems, rather than just supplying them with a stack of technology. The answers might surprise you, and they'll certainly get you closer to understanding how to preserve margins in this brutal market.

As a business, Highlight provides a service assurance portal that delivers visibility to both Service Providers, and their customers – giving you a basis to continue the conversation with your customers – or suppliers – beyond contract signature.

To learn more, **read our eBook.**



**Richard Thomas,**  
CEO and Founder  
Highlight



**GET IN TOUCH** >



## Keeping Pace with the Cloud Communications Revolution

In recent years the adoption of cloud-based telephony solutions has progressed at a rapid pace. The move to the cloud quickened considerably in 2020 when organisations of all types radically accelerated their digital transformation strategies. Multi-year plans were compressed and implemented in weeks. IT teams provided tools to keep their workforces connected even as remote work became the standard.

Following the race to implement these cloud solutions, IT teams are evaluating the models in place to reduce redundancy, eliminate waste and promote more effective support for the new forms of work that are now part of the landscape.

The rising popularity of cloud-based voice solutions is no great surprise under current circumstances. Intrado can help simplify your communications environment, manage costs and develop a winning cloud voice strategy by focusing on the following key areas.

### Workforce Empowerment

For many companies, the overnight shift to remote work and the pivot from premise-based solutions has created a complex patchwork of network, telephony and collaboration solutions across multiple sites. Businesses can avoid a disruption in workflow and productivity by introducing cloud voice and integrating all communication channels within a single user

environment. Delivering full UCaaS capabilities enhances the employee experience while also enabling seamless communication.

### Customer Experience

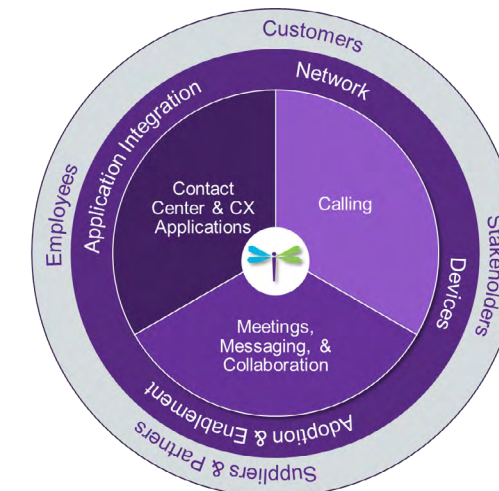
Despite the challenging circumstances some businesses find themselves in, customer expectations remained unchanged. Today's connected consumer relies heavily on technology and demands the ability to communicate 24/7/365 with brands via their channel of choice. Cloud voice integrates easily with contact center and CRM solutions, which we have seen prove instrumental to the success of an organisation's digital transformation.

### Enabling your Platform of Choice

The widespread adoption of UC and collaboration solutions like Microsoft Teams and Cisco Webex is also driving cloud voice adoption. Adding voice services to these tools can turn a collaboration platform into a fully-fledged UCaaS solution. Many businesses have already invested in one or both technologies, so implementing a compatible voice solution can optimise their IT spend and maximise the investment.

### Choosing an Expert Partner

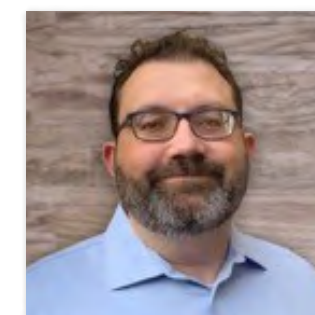
Arguably the most critical success factor in a cloud voice deployment is finding the right partner. Intrado approaches each cloud migration with our customers' present needs, existing investments and future ambitions at the forefront. We prioritise interoperability across our entire portfolio of voice solutions; and, because of our vendor-neutral approach, our customers can be assured our only goal is to equip them with the best-fit solution to help them succeed.



With the industry's highest Cisco and Microsoft accreditations, our enterprise experience is unrivaled. Combined with our own **Hoot portfolio** of proprietary UCaaS tools, we can deliver the same pedigree of service, support, training and adoption as well as network enhancements to every segment of the market, from small and mid-sized businesses up to large enterprise organisations.

No matter where you're at in your cloud journey, we can guide you to where you want to be.

Connect with our team of experts for a **UCaaS consultation** and let us lead you on a remarkable transformation.



**Rob Bellmar**  
President of product and strategy  
**Intrado Enterprise Collaboration**

[intrado.com](https://intrado.com)

**GET IN TOUCH** >





## Why you need a modern collaboration solution

In today's fast-paced and demanding environment, collaboration is essential to staying competitive. Meetings, whether on site, virtual, or a combination with remote colleagues, are critical to collaboration – but only if they're efficient and productive. The right collaboration technology can help make this happen. Unfortunately, few organisations seem to have settled on a single collaboration solution. The best collaboration solution should be almost invisible to users so they can focus on working together, whether in the office or working from home.

**Organisations should look for a solution that supports workplace flexibility and delivers these benefits:**

- An intuitive, simple-to-use wireless solution that eliminates cables and dongles.

- Let's meeting attendees share files with everyone in the meeting with a single click.
- Allows users to join easily with a PIN or tools like ultrasonic join or Outlook calendar integration.
- The ability to switch presenters with a single click – no passing cables or switching chairs
- Supports multiple simultaneous presenters to make meetings more engaging and immersive.

Switching to a new collaboration solution can introduce challenges, such as a concern about lost investment in existing conference room technology or forcing users to learn new technology. An investment can be maximised by choosing a solution that works with existing and evolving conference room technology. It should also be an open platform, provide a publicly

available SDK, and support app integration to extend the meeting experience and provide adaptable solutions as collaboration needs change.

**Best-in-class collaboration solutions should offer these options:**

- Integrates with UC platforms, such as Webex.
- On-screen annotation, letting participants draw attention to an idea or jot notes
- On-premise deployment or cloud-hosted options for greater flexibility and ease of deployment and management.
- Seamless integration with peripheral hardware including digital white boards, room A/V, and lighting
- BYOD capabilities, including PCs and Macs, iOS and Android phones and tablets, Chromebooks, and Linux-based devices.
- Shared content should be secured with end-to-end TLS encryption.
- More secure guest attendance without the need to access the corporate network.
- Use rotating PINs to ensure that only the people invited to a meeting attend.

Last but not least, your unified collaboration solution should provide single-point admin access that lets IT manage all deployments remotely from a central dashboard, saving time and reducing costs.

**These simplified management capabilities should...**



- Improve employee experience and minimise support calls thanks to a single, easy-to-use solution.
- Provide interoperability to future-proof the investment and allow technology to evolve.
- Measure hardware, software, and conference room usage via remote telemetry to inform planning and help maximise ROI.
- Reduce the need for updating and patching multiple solutions, a top concern of many organisations.

Today's fast-paced world demands quick action and smart decisions. An easy to use, simple to deploy, and flexible collaboration solution is what will get you there.

**Easy to learn and use, the Intel Unite® solution is a powerful content sharing and collaboration platform that delivers the seamless flexibility crucial to meeting developing needs and new approaches to collaboration and educational instruction.**

[intel.com/unite](https://intel.com/unite)

**GET IN TOUCH >**





ENTER YOUR NEW HOME OF DIGITAL TRANSFORMATION



EVENTS | CONNECTIONS | INSIGHTS

dtx360.io



ANNUAL CONFERENCE & EXPO

RETURNS

January 2022

EXHIBIT  
HOST

FIND OUT MORE







## Compete More Effectively By Adding Video

Interactive video isn't going anywhere, it's only becoming more deeply embedded into online platforms and services. A research report by the Cloud Communication Alliance reported end-customers drove a 138% increase in request for video-enabled services between 2019 and 2020. COVID-19 drove this acceleration, and it shows no sign of slowing down. iotum helps service providers integrate video into existing solutions with its custom video API, enabling service providers to differentiate and compete more effectively. Our in-house team created and manages a global MPLS CPAAS that you can leverage in part, or in whole.

Our wholesale online platform gives you plenty to offer your clients:

- Zoom competitor – a full online video/voice/telephony meeting suite with more attractive pricing
- GoToWebinar competitor – offer full Webinar functionality and live streaming
- SIP Client – Softphone for mobile, desktop or room hardware systems
- P2P Video – Add Programmable Video and Voice to your application for telemedicine, CRM or other use cases
- Recordings and Transcription – Create a record of discussions with or without audio storage
- Microsoft, Google and Slack integration

- HIPAA and GDPR compliance and solutions
- Robust meeting diagnostic tools that allow you to support your clients in real time

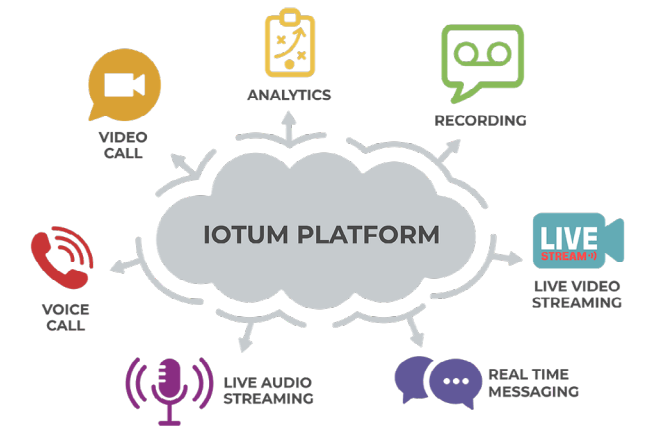
The appearance and rapid popularity of Microsoft Teams also has an impact on the marketplace. How can you ensure your offering provides enough value beyond providing connectivity and telephony for Microsoft Teams clients? iotum has a pair of options – (1) augment your Microsoft Teams offering with iotum tools, which are fully integrated with Teams; (2) provide your own alternative to Teams with our brandable wholesale teams tool.

In the past, tools like Skype and Zoom gained tremendous name recognition by offering novel solutions in an encapsulated workspace. As video becomes ubiquitous, how can you compete and hold on to customers as Cisco, Zoom, and Microsoft consolidate?

The answer is to inject voice and video elements into your own value proposition.

You already have a trusted relationship with the client. Why sacrifice this to Zoom, Cisco or Microsoft? Hold the customer relationship and add the functionality that today's end users demand.

iotum's flexible and highly competitive wholesale pricing allows you to keep your customer relationship whilst offering distinct service to your customers who would otherwise be lost with the large generic offerings.



Telephony is on a steep, downward decline in prevalence as Web-based, richer services take over and BYOD makes provisioning easier. Current platforms are cost-effective to maintain. Add rich collaboration features to maintain relevance in your customer verticals. Give customer relationships more longevity and differentiation and offer it all under your brand.

Whether you're only adding video to your application or you need to migrate your customers off of a meeting platform like Zoom or WebEx, you need a competitive pricing structure and experts to make your offering shine. That's where we come in. Our team stands ready to listen to your ideas and share in your vision.



**Jason Martin**  
CEO  
iotum

[iotum.com](https://iotum.com)

**GET IN TOUCH** >





## Work from anywhere, because anywhere can work

### Work anywhere

Work isn't somewhere you go, it's something you do. So however (or wherever) you need to work, there's a Jabra product that can help you get the most out of your day.

We've spent years developing a world-class portfolio of devices to enable productivity. Our range of headsets, speakerphones and video conferencing tools have been meticulously designed and engineered to support you – so whether you're working from home, from your smartphone, or need to get meetings up and running, we've got you covered.

Work from anywhere, because anywhere can work.

### Work from home

When working from home, staying connected is important. Now you can work from home using the world's leading professional headsets for **concentration and collaboration** to stay productive the entire day.

Jabra Evolve2 65, Evolve2 40, and Evolve 75 are professional-grade plug-and-play headsets, so you can get started with them straight out of the box. They work with all leading communication platforms, enabling easy collaboration with your wider team, no matter where they are. The Evolve2 65 and Evolve2 40 are also available in a Microsoft Teams-certified variant.

Industry-leading features include up to 37 hours of battery life, powerful speakers and best-in-class call performance, as well as the ability to connect to both your computer and mobile device at the same time to power your day.

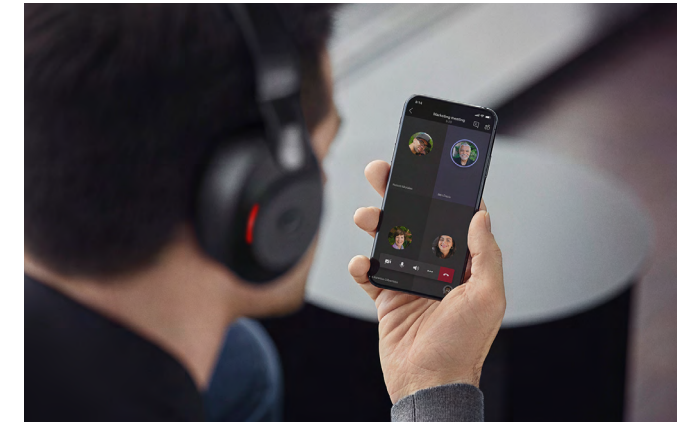
Working from home. Re-engineered.

### Work from your smartphone

Thanks to smartphones, you can take your work with you wherever you go – which is why staying connected to your UC platform has never been easier.

Jabra Evolve2 85, Evolve 65t, and Evolve 75e are designed to deliver professional-grade audio in a convenient wireless style, with something for everyone, whether you prefer over-ear headphones or convenient wireless earbuds. Easy connectivity to your smartphone enables you to seamlessly use all leading UC platforms to take calls and meetings, wherever you are, while the casual design makes them ideal for use on the go.

With up to 37 hours of battery life, outstanding call experience, and superior sound quality, you



can hold professional calls and collaborate for hours — without compromising on your comfort and convenience.

Working from your smartphone. Re-engineered.

### Meet anywhere

Staying connected has never been easier with intelligent, industry-leading audio and video solutions to boost collaboration no matter where you or your team is.

Our professional-grade, plug-and-play solutions have been engineered to enable you to get the most from your meetings – like Jabra Evolve, the world's leading professional headsets for concentration and collaboration; Jabra Speak speakerphones for crystal-clear communication; and easy-to-use, inclusive PanaCast video-conferencing solutions.

Now, with our new meeting-room-in-a-box solution, it's never been easier to hold productive meetings anywhere.

Meetings. Re-engineered.



GET IN TOUCH >





# Innovative products and outside the box thinking

## Who is JPL Telecom?

Founded in 2004 by James Clarke, JPL Telecom quickly established itself as a significant global brand in the unified communications sector. JPL Telecom is now recognised for its innovative products and outside the box thinking, often working with the end-user to produce tailor made solutions.

Based in Dorset, England, JPL has regional offices in the UK, Europe, USA and together with key distribution partners in Russia and Canada ensure localised consumers are supported. Typical end users range from call centres, banks, charities, service and public sectors, education and most recently, any business having to adapt to remote working.

Our strategy is to offer the end user innovative solutions to actual everyday problems, by combining patented features, real-user benefits and competitive pricing. We take our environmental responsibilities very seriously and have pioneered an industry first solution with the 'Element' range of sustainable wired and **wireless headsets** with replaceable and interchangeable headbands, reducing waste and cost of ownership without sacrificing quality.

We listened to our customers not wanting to download extra software to make their technology work and developed our 'software last' USB Plug & Play solution. Compatible with all major softphones, no additional software or downloads are needed for many of our headsets or web cameras.

We listened to our customers' requests for enhanced send and receive sound for today's busy environments. JPL understand it is vital that all of our products deliver exceptional sound and vision quality, giving the user the nearest to a 'face to face' experience as possible.

All headsets have our Surround Shield™ "Best in Class" noise cancellation technology, filtering out unwanted background noises, to make certain your customers only hear what you want them to hear. Comfortable and attractively designed headsets are built to withstand the constant use in any office , call centre, or these days, the "work from anywhere" environment.

JPL delivers clear and crisp speech from every headset with specialist compatibility cords designed for all known phones and softphones. In addition, our headsets are approved by the major softphone manufacturers, ensuring complete confidence in our quality control during every stage of the design process and production.

Our range of compact **webcams** have also been developed with the same attention to detail as our headsets. Features, such as 1080p HD 30fps camera with a full HD glass lens to help eliminate optical distortion. Full duplex devices use a built-in echo cancellation algorithm for each microphone, so that the user has complete free flow of speech as if you were having the discussion in the same room. This ensures that you get a clean audio signal in both directions, even though multiple parties may be talking at the same time.



Never satisfied with standing still, we are continually developing new products based on the latest trends and market insight, ensuring that we remain agile and at the forefront of all of our customer needs and wants. Watch this space for our new Audio-Telephony headset to be launched later this year.

For more information about JPL Telecom and the products that we offer, please visit our website below.



**James Clarke**  
CEO  
JPL

jpltele.com

GET IN TOUCH >



# MAXHUB



## Unleash the power of collaboration with UCC solutions from MAXHUB

A recent study by the McKinsey Global Institute found that more than 20 percent of the global workforce feel they could continue to work remotely three to five days a week, just as effectively as working from an office. With benefits including increased productivity and improved work/life balance, there's a lot to gain in adopting a more fluid approach to work, including reducing wasted hours on the daily commute or the impact on the carbon footprint.

Many companies are reconsidering best use of their office spaces, with safety and collaboration between teams being the primary drivers, leading to many exploring the option of hybrid working.

Hybrid working sees employees dividing time between the office and at home and demands that technology makes it simple for teams to connect and collaborate in real-time. One of the biggest challenges for companies is how to ensure that homeworkers feel included in the conversation and are not penalised in any way for being remote.

Video collaboration adoption has accelerated dramatically during the pandemic. Now, as we approach the post-COVID era, ensuring employees have the right conferencing tools to enable frictionless collaboration is vital.

With a range of UCC products for every working scenario, **MAXHUB** solutions unify

in-room and remote meeting participants, keeping them engaged and on task. Perfect for the home office, the MAXHUB UC-W20 web camera easily elevates employees' remote interface, bringing enterprise-grade video that catches every move. Simple to use, the W20 delivers plug and play functionality via the Type-C port and built-in audio ensures participants stay connected during meetings. For added versatility, the W20 supports 360° swivel, ensuring you can easily adjust the viewing angle for various usage scenarios.

Ideal for larger meeting rooms, the MAXHUB UC-P20 professional 4K, 60fps PTZ camera delivers super smooth, ultra-quiet movement in operation. It's 12x optical zoom supports dual zoom technology for pin-point accuracy on close-ups; you can even zoom up to 192 times, extending capture reach as far as 200 metres. The camera can output high-definition content simultaneously through USB, HDMI and IP, making it a versatile choice.

The MAXHUB UC-S10 is an all-in-one video soundbar that delivers unrivalled imagery, a professional audio experience and supports multiple wireless screen share options to ensure safe collaboration distance in the meeting space. The built-in android feature makes this a flexible device for users to run their preferred video conferencing application effortlessly. The UC-S10 also supports intelligent tracking, utilising advanced face detection and voice localisation algorithms to keep all eyes



on the speaker. The in-built 6-element microphone array enhances the voice, reduces noise and cancels echo. The S10 soundbar can also receive sound from up to 8 metres away to satisfy the need for lucid audio in meeting spaces.

Whatever your meeting use case, remote, hybrid or in-person, MAXHUB UCC solutions combine crystal-clear audio functionality with eye-catching visuals to create an immersive video collaboration experience that connects teams, whether in the meeting room or remotely around the world.



**Darren Lin**  
General Manager  
MAXHUB

[maxhub.com/en](https://maxhub.com/en)

GET IN TOUCH >





# Telco Operators: The Perfect Business Partner

The way businesses communicate has changed. Recently, businesses adapted in record speed to support remote working by introducing online collaboration tools and video calling, replacing in-person interactions. To accomplish this, businesses deployed solutions which were easy to acquire and consume, but as the dust has settled, they are left with even more challenges. They require partners to help them navigate balancing employees' collaboration needs with the company's long-term security, reliability, and management oversight goals. Telco Operators are in an excellent position to provide local support to respond to the businesses' diverse challenges. This includes managing hybrid networks which may include Microsoft Teams, Cloud UC, on-premises PBXs, mobile devices,

and disparate OTT applications. To be successful, Operators must offer services that meet the needs of different organisations and their users.

## Enabling Operator Success in Business Services

Metaswitch enables Operators to create unique customer experiences while leveraging their respected brands and networks. Our solutions are built for the Operator to brand, customise, integrate and manage from their own network while Metaswitch's business model maximises their profitability. Management capabilities from a single-pane of-glass web interface provide troubleshooting, diagnostics, and analytics to simplify operations.

## Mobile Native Experience

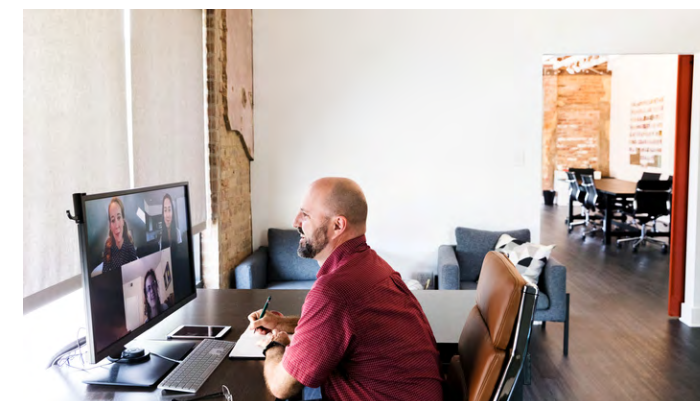
The workforce is increasingly distributed and mobile as employees work from home and on-the-road connect via mobile devices. Most UC solutions include mobile support as an add-on, which often lacks full functionality and creates an undesirable, disjointed user experience. Metaswitch integrates into the Operator's network to deliver a better, "mobile native" user experience. This provides mobile and frontline users with UC and Collaboration (UC&C) services that are better integrated on the native dialler of their mobile devices.

## Microsoft Teams Integration

Metaswitch maintains an open partner ecosystem of hardware and software suppliers that provides a broad choice of end user devices. For Microsoft Teams, Metaswitch delivers a certified carrier SBC to enable Operator Connect and Direct Routing that allows Operators to deliver more value to the growing market for Microsoft Teams with a robust, flexible, and highly secure solution. Beyond this, Metaswitch's UCaaS offers deep integrations with Microsoft Teams enabling Operators to maximise their value and offer a complete portfolio particularly for businesses with hybrid communications platforms.

## Private and Public Cloud Support

Metaswitch recognises that Operators have varying cloud strategies, and are in different stages of cloud services readiness, ranging from deploying network functions in their own data centers to shifting some or all network functions to public clouds. Our Business Services solutions



are built on cloud native software that can be deployed in private, public and hybrid cloud environments.

## Continuous Innovation

Metaswitch is recognised as a leader in providing high-performance, cloud-native software to the communications industry. For more than 35 years, our software has powered the voice, data, and UC&C services of some of the world's largest operators and gained a reputation for providing one of the industry's most resilient, well-supported, carrier-grade products. Metaswitch continuously innovates to support Operators as they create differentiated services and increase service revenues. Our products and solutions provide a platform for introducing new value-added services and features. [Learn More](#)



**Bryan H. Grimm**  
Director of  
Customer Success  
**Metaswitch**

[metaswitch.com](https://metaswitch.com)

**GET IN TOUCH** >



# CPaaS

## Communication Platform as a Service

**CPaaS, or Communication Platform as a Service, represents one of the most exciting innovations in the world of modern communications.**

Unlike UCaaS, which allows companies to quickly adopt a unified platform of communications delivered as a service, CPaaS takes a slightly different approach.

With CPaaS, you can add communication components to your existing platforms, building the ideal technology stack through APIs, and SDKs. CPaaS is the ultimate solution for today's business landscape, where one-size-fits-all no longer works for companies.

By 2023, IDC predicts that the CPaaS market will grow in value to \$17.2 billion. That's a massive increase from only \$3.3 billion in 2018. What's more, the industry is rapidly evolving, with new entrants exploring the power of APIs and integrations all the time.

### The Trends Driving the CPaaS Market

CPaaS is just one of the communication sectors likely to benefit from the impact of the pandemic. The shift to remote work and the demand for cloud-based communications means companies are in search of more customisable technology. CPaaS has already provided countless companies with the

communication APIs that they need for digital transformation.

CPaaS was the technology behind healthcare companies that were suddenly able to offer virtual visits to patients. It's how various brands have been able to adapt to serve their customers through SMS, web chat, and video conferencing too.

Some of the trends leading the way in the CPaaS space include:

**No code and low-code technology:** Many companies can already see the value of CPaaS for building the ideal communications environment. However, not all companies will have access to developer expertise and knowledge. Low code and no-code solutions offer an easier way to access new functionality, fast.

**More AI and machine learning:** Organisations don't just want access to new forms of communication through CPaaS anymore. Today's teams need to unlock the latest in disruptive technology solutions too, like augmented and virtual agents. CPaaS solutions that support intelligence in the

communication space will grow increasingly valuable in the years ahead, particularly those that support compliance too.

**The need for omnichannel:** Crucially, today's businesses don't just want to offer new channels to their customers and employees. They need an environment where they can connect all their conversations and platforms on a single pane of glass. True omnichannel approaches to everything from collaboration to customer service will be a must-have in the age of CPaaS.

### Creating Communication Platforms

Communication Platforms as a Service, or CPaaS solutions are transforming the way that companies create their communication stacks worldwide. The right technology ensures that companies connect with their customers on the right channels. At the same time, CPaaS opens the door for better internal communications too, offering new solutions for collaboration and team management.

Perhaps one of the most significant benefits of CPaaS is the ability to tie the existing investments you already have in communications, to the future innovations that you want to unlock for your team. Finally, companies can create a completely unified environment that goes beyond the limitations of UCaaS, avoiding vendor lock-in, and enabling true alignment.



**Learn more**

Download our  
**FREE Smart Guide**



**Keep up to date with all of the latest news, reviews and opinions at UC Today**

**NEWS**



**REVIEWS**



**DIRECTORY**







## Voice Recording: the challenges of the work-from-anywhere scenario

Now that remote working has become the new-normal and enterprises are planning to keep all or part of their workforce working remotely even after the pandemic passes, the urge for a flexible and compliant recording application has become more pressing.

CIOs' and IT Managers' objective in this new scenario is to keep operations efficient and make sure Unified Communications are managed according to their internal policies and in compliance with national or international regulations. This is especially important in delicate markets like finance, security and safety, transportation and command & control where

the call recordings include sensible data or vital information.

The current situation can really speed up a change in the technologies used, not only because cloud technology has proved to be efficient in supporting any new normal need, but also because new vendors are entering the UC market, Microsoft in the foreground. Remote working has boosted the adoption of collaboration platforms like Microsoft Teams and now that Managers are considering to transfer also the Unified Communications into Teams itself or into other cloud UC applications, recording is definitely weighted up.

Whether enterprises are managing the recording of their communications via an on-premise deployment or via a Cloud set up, SIPREC recording is a valuable and compliant option that is included in most of the Session Border Controllers available on the market.

Recording conversations via the SIPREC protocol may have several advantages for enterprises: first of all the cloud technology allows employees to have their conversations recorded irrespective of whether they are working from the office or remotely. Secondly, when using **Microsoft Teams to manage incoming calls**, the SIPREC functionality provided by the SBC guarantees that all contact center calls that have to be recorded because of customer compliance policies, will actually be seamlessly and neatly recorded.

Talking about voice recording, Giovanni Nieddu, Business Development Manager at Mida Solutions states "According to my experience, now the must-have characteristic of a **recording solution** is the flexibility: it must be a multi-purpose application able to adapt to different recording sources, using interchangeably the SIPREC protocol, a sniffer approach, activating also - when necessary - the on-demand recording." He then adds "As we've experienced in this unexpected 2020, UC solutions can make the difference and help enterprises drive the change and overcome any situation. The technology behind a voice recorder can be complex, but it should allow - as far as possible- resilience to new business needs."



For what concerns the security aspect, it is essential that a voice recorder is capable of applying encryption to audio files (this is mandatory according to GDPR). Recorded files should also be stored in a safe repository, which can be in the cloud or in a data center - if the company needs it to be stored locally for whatever reason. On the other hand, from a cost point of view, compression is an aspect that could determine the overall cost of the service.



**Mauro Franchin**  
CTO  
Mida Solutions

[midasolutions.com](https://midasolutions.com)

**GET IN TOUCH** >





## What's next for Remote Working - The Hybrid Workforce

The trend of remote work had been on the rise for years, but the pandemic accelerated it dramatically. Businesses adopted collaboration and video conferencing technology, many for the very first time, to great effect.

To succeed in the post-COVID-19 world, businesses must create a workplace that is geared towards delivering exceptional experiences for both employees and customers.

Now that we're past the initial shock and scramble of adjusting to a post-pandemic landscape, it's time to evaluate what's working and plan to thrive, not just survive. Whatever comes next, it's clear that hybrid workforces and virtual contact centers will play a major role in the future of business.

### Be Flexible

If a customer's business is to adapt to the future of work, to new expectations and to employees' demands for flexibility, they should be adopting future-proof, integrated communications tools.

Businesses will need to look at ways to support a hybrid workforce, with workers able to choose the work environment that suits them best. This type of flexibility will be crucial to attract and retain top talent in the future and ensure employees' needs are being met.

Moving your communications to the cloud can help your business build around the way you work and not the other way around.

### Moving to the Cloud

Cloud migration through MiCloud Connect or MiCloud Flex opens the door to seamless collaboration and omni-channel communications that are becoming increasingly central to business processes.

Companies are choosing the cloud for its flexible economics and access to the latest innovations which bring increased productivity and customer intimacy. By cloud-enabling critical applications that support key business processes, your mobile workforce can be productive no matter where they are or what device they're using.

In Mitel's cloud survey it showed 44% of respondents were willing to consider migrating their contact centre to the cloud – a strategic customer relationship management tool – representing an increase of 29 percentage points since 2018.

When combined with the evolving power of AI, these technologies promise to not only optimize decision-making and day-to-day interactions, but also to encourage and inspire more diversity and inclusivity across an organization.

While the pandemic has disrupted our world, it has also brought important benefits to the forefront. The accelerated adoption of cloud communications has put growth and revenue opportunities within reach of all businesses.

### Liverpool Football Club

**Liverpool Football Club** understands how crucial seamless internal communications and collaboration is, in addition to an outstanding fan experience. Unified communications create a more engaged fan base while making it easier and more efficient for staff to work together. By providing the right tools for people to connect helps the club score big.

*"With Mitel's expertise, we will have the ability to introduce new channels and intelligent fan self-service capabilities. Ultimately, the partnership with Mitel will enable us to simplify fan journeys and create seamless interactions which will result in a better fan experience."*

Billy Hogan, Managing Director and Chief Executive Officer for Liverpool FC

As the Official Global Unified Communications Partner of Liverpool FC, Mitel is working to improve the fan experience, enhance employee collaboration and unify existing business and communications technology.



**Nick Riggott**  
Sales Director  
UK & Ireland  
Mitel



GET IN TOUCH >





## The growth of hosted telephony

The hosted telephony market offers a wealth of choice for SME or corporate business. The recent pandemic has led companies to look at new ways of working, to ensure the survival of their business. For the hosted telephony market this has resulted in a spike in new licences, especially for mobile and software applications.

Choosing a strategic supplier has become incredibly important as the economy has become more volatile. Companies need to know their suppliers can flex with their business needs and help them meet their future goals.

Hosted telephony has for a long time been at the forefront of this, due to the agility it offers and will continue to be so, as businesses are forced

to move away from ISDN based telephony and Openreach withdraw these services.

Companies are looking for service providers that can ensure longevity with a good track record and solutions that will fit with their evolving needs. They need to be safe in the knowledge that their solution provider has the financial stability to grow, develop and deliver on their future needs and they will receive the high quality after-sales care and support they desire.

The way we engage with staff, customers and suppliers has changed, social and chat channels have become a more prevalent way to communicate in business, as has being able to bring these communication methods together.

Buyers are looking towards providers that have the features they need like the MyPhones Altos platform, which is supported by a channel network that delivers the after-sales personal service that customers require, and is developed by MyPhones own staff, free from global restrictions, and in line with growing customer needs and channel demand.

Integration between new and legacy systems is a major consideration. The increasing requirement for the integration of a telephone system with Microsoft teams, to provide a single communication experience is a great example of this.

Recently there has been a heightened education around hosted telephony, as businesses of all sizes have had to move to getting their businesses working remotely.

Disaster recovery has been talked about by IT and Communications companies for many years but was sadly often an afterthought. The 2020 pandemic has made having a flexible voice and IT strategy incredibly important. No longer will DR be a solution for bad weather and power cuts, it is now paramount to keeping your business running.

It is inevitable that this rapid move to hosted telephony is going to continue and only those with the flexibility, stability and platform reliability are going to survive. Simple pricing, platform reliability and easy to use portals are essential to



companies using hosted telephony. Systems need to be intuitive and deliver the back end reporting that enables ease of management, especially of remote staff.

Those committed to continual product development that enables customers to use the devices and applications they desire, will be the winners in what is a fast paced very competitive environment.



**Paul Gibbs**  
Sales Director  
MyPhones

**myphones.com**

**GET IN TOUCH** >



## UC coming of age

In the last year the Unified Communications (UC) came of age. Businesses that may have been culturally averse to hybrid working in the past, soon realised 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 PBX provider – counting more than 41,000 companies across 16 European countries as customers. NFON enables businesses to make considerable savings while streamlining their telecoms processes, and delivers true added value through a phenomenal range of 160 high-end functions.

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.

**This includes its newest proposition:** Nvoice for Microsoft Teams. Boasting 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. It's 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.



Boxout: recently Microsoft Teams reached 115 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 organisations in every industry stay agile and resilient in this new era."



**Myles Leach**  
MD  
NFON UK

[nfon.com](https://nfon.com)

**GET IN TOUCH** >





## net2phone's Journey From VoIP Pioneers to UC Leaders

In a space crowded with UCaaS providers promising the best video conferencing, cloud PBX, sip trunking, and VoIP solutions, we have to really stop and think about what cuts through the noise. **net2phone's** long history and VoIP pioneering background does that by providing innovative and affordable cloud-based telephony services to both small and mid-sized businesses along with large or multinational enterprises. net2phone's flagship UCaaS, Hosted PBX and SIP Trunking services are offered in the United States, Canada, Mexico, Spain, and several countries in South America.

Our story begins in 1990 when net2phone was founded by telecom entrepreneur Howard Jonas, Chairman of net2phone's parent company, IDT

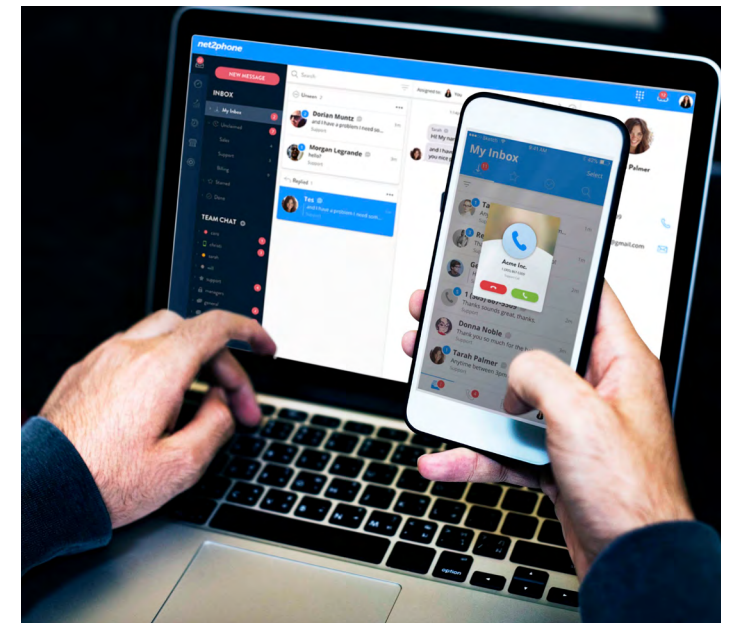
Corporation. The company was an early pioneer in the commercialisation of voice-over-Internet protocol (VoIP) technologies. In fact, Howard made the first VOIP call ever.

In 2015, net2phone's story continued when it leveraged its 20 plus years of rich and embedded VOIP experience and core technologies to begin providing Unified Communications as a Service (UCaaS) targeted to the SMB market in the United States. Now, net2phone has expanded our UCaaS offering into Spain, Brazil, Argentina, Colombia, and Mexico, leveraging local infrastructure, communication licenses, and local staff all while selling in the respective market's local currency and language sets. Further expansion came in 2019 with the acquisition of

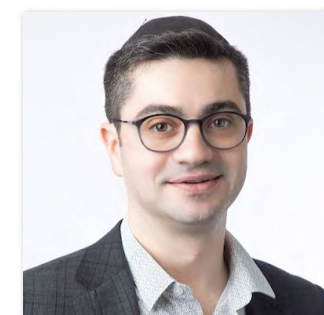
Versature, now net2phone Canada, a SaaS-based business communications solutions and hosted VoIP provider serving the Canadian market.

With an embedded Voice over IP experience at the core, on-going innovation, and global presence, net2phone is one of the fastest-growing UCaaS providers in the US. Our growth has been fueled both by our approach to the market and by our compelling cloud-based communication offer which combines voice, video, chat, and messaging under one platform, includes advanced features and integrations, and unlimited calling to over forty popular destination countries for a flat monthly fee.

We are on a digital journey to enhance the B2B customer experience. net2phone is lucky to have industry veterans leading its path forward including our heads of channel sales, operations, customer success, product, and development. One of net2phone's secret sauces is to have these leaders in the country, listening to our partner's and customers' needs and constantly pushing forward our product roadmap, and adjusting our processes based on their input. We know that voice is the **lifeline of your business communications** today, so we've integrated a full suite of tools that enable smarter conversations with your customers. Being able to communicate in a variety of methods -whether voice, texting, messaging, or web chat - helps you stand out, make smarter business decisions, and ultimately grow your business.



net2phone was the pioneer of VoIP and business communication and technology innovations that are the standards today. Keep an eye on net2phone as we continue to release first of a kind, unique solutions that will help businesses unify and automate their communications and improve processes so that their customers actually find it enjoyable to communicate with them.



**Zali Ritholtz**  
Chief Operating Officer  
net2phone

[net2phone.com](https://net2phone.com)

**GET IN TOUCH** >



# Artificial Intelligence: The Next Wave of UC Evolution

Zeus Kerravala, Principal Analyst at ZK Research, discusses the impact of AI on the communications market.



**Zeus Karravala**  
Principal Analyst  
ZK Research



It's fair to say that COVID-19 has had a major change on the way we work. For the communications industry, the shift to remote working caused an explosion in UC products. Prior to the pandemic, meeting tools were used by a subset of knowledge workers to collaborate with people when they are remote. Now that the majority of users are working remotely, business will need to rely on these products to bring workers together even when they are socially distant.

One of the consequences of giving everyone access to meeting tools is that it exposed a number of problems. Historically, solutions were used by tech savvy people who are power users, so any gaps in usability could be worked around. This isn't true now. While remote working is second nature to many of us, there is a large percentage of workers that have never worked remotely, and these people struggle.

This created a wave of AI based features that make meeting tools more usable. Some of the features I would classify as "fun", such as virtual backgrounds that help keep employees engaged. But then there are a number of other capabilities, such as transcriptions, voice recognition and noise removal that make the products



more functional. The communications industry has been plagued with difficult to use features that often make the user the integration point of the technology. The large number of new users exposed this, and the vendors responded quickly in filling those gaps.

Now that the meeting providers have addressed usability, it's time to look ahead at what's next. I believe AI based innovation will come in the following areas:

- **Improving engagement.** While the use of meeting tools is widespread, not everyone participates equally. Some users get distracted and start doing email during meetings, while others find the interface too difficult to provide feedback and others aren't bold enough to speak over others. AI based voice and video analytics can be used to help meeting owners understand who is participating and who isn't. For example, when a user isn't looking at the screen, the meeting owner could be given an indication enabling them to call on that person.

- **Capturing and organising data.** Taking notes in meetings is commonplace but few do it well. Transcription capabilities help but they capture everything, even the superfluous parts of the discussion. An interesting AI feature I'm expecting to see soon is meeting minutes, where an AI will parse the transcript, pull out important information and automate actions. For example, if I say, "I'll send you a proposal by Tuesday", the AI can auto-populate my calendar with a "to-do" item.

- **Virtual reality experiences.** Current meeting tools enable people to interact with other people and content. However, they aren't effective in letting people interact with objects. VR based systems will enable people to immerse themselves in an experience and collaborate with "things". This won't be for every vertical but will see adoption in manufacturing, healthcare, automotive and others.





## JOIN THE REVOLUTION

Stop paying for seats, our customers don't!

Only  
**4%** Of employees  
are on a call  
at any one time

  
**Sessions-based cost**  
(Only pay for active calls)  
**Keep your margin**

  
**Seats-based cost**  
(Pay for every seat)  
**Vendors take the margin**



Source: NetSapiens

## Still Paying Your Vendors Per-Seat? Why?

### Top 3 Challenges Facing UC Service Providers

#### 1. Commoditisation of Services Offered: The Service Provider response is to Innovate, Bundle & Segment

This past year has compressed lifecycle's overnight, the difference today is that the speed from launch to maturity is faster than ever before. The product life cycle dictates that, as product categories mature, they become more susceptible to the forces of commoditisation. Service Providers are now locked in a cost-plus model reselling services from vendors that are so similar in functionality and value from those of other providers that the end user struggles to

differentiate, thus leaving a race to the bottom on price.

Leading Service Providers are pushing back on three fronts, the first being through Innovation. Innovation in their service offering, by wrapping and bundling value around API's & integrations, but also on business model innovation. Meaning choosing vendors who enable them to innovate on various Go-To-Market approaches, choosing vendors whose pricing models support segmentation and differentiated offering in a seamless manner that disrupts the industry.

#### 2. Disintermediation of the Service Provider: Your next choice of vendor is critical.

The other monumental challenge facing Service Providers is best described in one word, disintermediation, and is defined as a reduction in the use of intermediaries. Service Providers are finding themselves displaced by the technology brands themselves, so their supplier is going more and more direct to the end user, thereby reducing the ability of providers to add value. When disintermediation happens, the Service Provider's brand diminishes, they eventually lose control of ownership of the end user and when that happens, the provider ceases to exist.

Disintermediation is causing Service Providers to look for pure wholesale players with no desire to go to the end user, they are choosing vendors where they get to keep their brand front and center with the vendor completely invisible under the hood and even better under one pane of glass no-matter the solution offering. Leading Service providers are taking back control of the end user by partnering with the vendors who support their Go-To-Market approaches and provide the pricing model innovation to help them thrive.

#### 3. Effective Operational Support Challenge: Mind The GAP

As technology vendors and Service Providers shift towards autonomous onboarding, especially in the SOHO and small sized businesses, this shift is causing an expectation that autonomous should also include support. However, the expectation curve has not met the reality curve and by all accounts is not expected to anytime soon. Service

## JOIN THE REVOLUTION

### NEVER PAY-PER-SEAT AGAIN!

With the only Unified Communications Platform with a **Pricing Model** that makes sense, based on **Sessions, Not Seats**.

Providers embracing of all things autonomous has opened up an expectation gap and thus an opportunity arises, to better deliver a personalised CX that bridges the gap, specific to the end user needs.

NetSapiens, Inc. provides a comprehensive suite of unified communications (UC), video conferencing, Collaboration & contact center solutions to over 190+ service providers, servicing over 1.7M users around the globe. Our platform enables our service provider partners to custom-package with unprecedented levels of flexibility, profitability, and ease of use.

**80%**

of the Global Workforce are deskless!

Of those that do, 60% of their time is spent **not at their desk.**

**Why is your vendor charging you per seat?**



**Jason Byrne,**  
Senior Vice President  
Strategy, Business  
Development & Marketing

[netsapiens.com](https://netsapiens.com)

**GET IN TOUCH** >



## The all-in-one-solution for modern business communication

Reachable anywhere, any time – innovative Unified Communications and Collaboration (UCC) solutions today enable significantly more flexibility in digital communication. Modern workplace and mobility concepts are increasingly important to more and more companies. Top management in particular is driving the trend towards smart workplaces. At the same time, the change from personal to digital communication is associated with enormous challenges for many.

The requirements for new UCC solutions enabling and supporting flexible workplaces have increased enormously. There is demand not only for integrations of business applications but also for innovative collaboration features. As part of the global Cisco group, Placetel offers SMEs the innovative power and security that make business communication even better both today and in the future.

For perfect communication across your teams, Placetel now presents an all-in-

one package with its new collaboration platform 'Placetel with Webex': cloud calling, messaging and meetings. With just a few clicks, teams large and small can collaborate virtually and access important features such as HD video conferencing, desktop and file sharing, as well as chat and messaging.

### Full range of features accessible anywhere

The basis is Placetel's proven cloud and IP-based phone system (VoIP). The solution covers all phone system related requirements: More than 150 professional phone system features, from call list to voice mail, at your disposal. This ensures professional performance in daily customer contact. Calls to landlines or mobile networks or trouble-free online video conferences with up to 1,000 participants can be conducted directly from the Webex Client on any chosen device, no matter where you are.

### Real-time exchange with just a few clicks

Integrated messaging features from Cisco Webex come into play in the "Placetel with Webex" solution; files that teams are working on together are exchanged by a click on any device. All important topics can thus be coordinated directly; rather than dozens of e-mails being sent back and forth between colleagues, this form of communication works at lightning speed.

Regardless of whether it concerns a start-up, a medium-sized business or a large corporation, with Cisco as the worldwide market and technology leader at its side, Placetel can provide customers of all sizes with a broad and powerful range of features from a single source. 'Placetel with Webex' enormously simplifies modern business communication with colleagues, business partners and customers, and offers the most modern platform for your teams to use today.

### About Placetel

More than 30,000 satisfied corporate customers have already relied on modern solutions from Placetel to move to the cloud. As the leading provider of cloud calling and UCC solutions in Germany, the company has been part of Cisco since 2018.

For more information visit [placetel.com/gb](https://placetel.com/gb) or email us at [info@placetel.com](mailto:info@placetel.com)



**Nicolas Papin**  
Head of International Sales  
Placetel

[placetel.com](https://placetel.com)

**GET IN TOUCH** >





## Why your hybrid workforce needs pro-grade solutions

Poly gives every employee the freedom to work where they want, with any collaboration service, through beautifully designed, pro-grade audio and video solutions. No matter your working style, with Poly you can make every meeting a success.

In 2020, makeshift workspaces were the norm as everyone adjusted to working from home, using 'good enough' technology set-ups to join meetings from kitchen tables or bedrooms.

Fast forward to 2021 and the focus has shifted to hybrid working and to give employees the freedom to work from anywhere they choose, whether that's at home, a shared office, the

company office or local café.

To do their best work, these employees must be empowered with a new type of collaboration technology – professional-grade, stand-out audio and video solutions that suit their working style and locations.

**Pro-grade solutions** can no longer be confined to the company office or a 'one-size-fits-all' approach. We need to understand the new types of employee in the hybrid working world and equip each one with the right **headset**, webcam and video conferencing solution they need to command every conversation and communication with clarity.

### 1. Remote Collaborator

Remote workers depend on multiple devices to bridge the gap to their colleagues, co-workers and clients.

**The solution:** A personal pro-grade webcam, combined with a Bluetooth headset.

### 2. Flexible Worker

'Always on', the flexible worker splits their time between the corporate office, a home office, on-the-fly locations such as cafes, and travel, communicating across multiple devices.

**The solution:** A personal webcam that can pair with a Bluetooth headset and multiple devices.

### 3. Office Worker

Spending all of their time in the office, these communicators and collaborators are challenged by disruptions, so privacy and incredible audio clarity are key.

**The solution:** A noise cancelling headset paired to a personal video bar that can be used in personal meeting rooms.

### 4. Road Warrior

Spending at least 50% of their time traveling, the road warrior needs to travel light, so solutions that are highly portable and easy to use are a must. Their smartphone is their lifeline, but they must minimise background noises.

**The solution:** A lightweight, noise cancelling Bluetooth headset



### 5. Connected Executive

These tech-savvy workers are focused on driving the business forward and making big decisions. They have a very versatile working style and need to avoid diversions, interruptions and unpredictable background noise.

**The solution:** An all-in-one personal meeting solution that brings together a display, camera, microphone and speakers in one device. Combine with a Bluetooth headset for ultimate audio clarity.

### Underpinned by services

If you choose any of the new pro-grade personal video conferencing solutions from the Poly Studio P Series, use the Poly Lens device management service for a single pane of glass view, to keep every device up, running and ready for action.



**Sofocles Socratous**  
Vice President of Sales,  
Northern Europe  
Poly



GET IN TOUCH >



## Navigating the journey to cloud communications

The events of 2020 have undoubtedly accelerated the journey to the cloud for many, but when it comes to telephony, the path is not always simple. Years of investment and acquisitions can result in a tangle of platforms, applications, devices, and infrastructure to consider. 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 realise the benefits of cloud telephony by consolidating your services onto a single cloud-based network - connect

your old with the new, your on-premises with the cloud, while integrating your applications and devices. Consolidating voice services to a single provider with an agnostic approach provides you with the flexibility and convenience of migrating services at a pace that suits you. Pure IP's Secure, Resilient Voice for Enterprise solution, SeRVE, is a cloud-based voice solution that combines the strength, scale, and reach of Pure IP's own cloud-based voice network, with the speed and flexibility of our managed services, an online customer management portal for total control, and 24/7 support from our team of expert voice engineers. Designed specifically to simplify and enhance global communications for multinationals and large organisations, 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.

### Supporting your migration to the cloud

Pure IP can also offer a suite of Cloud Enablement 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.

**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 centres and compliance recording.

**Deploy:** SeRVE includes all the porting and number configuration, but we can offer additional services to configure your Microsoft Teams 365 tenant for voices services using Direct Routing to fast-track your journey to the cloud.

**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 migration the cloud?**

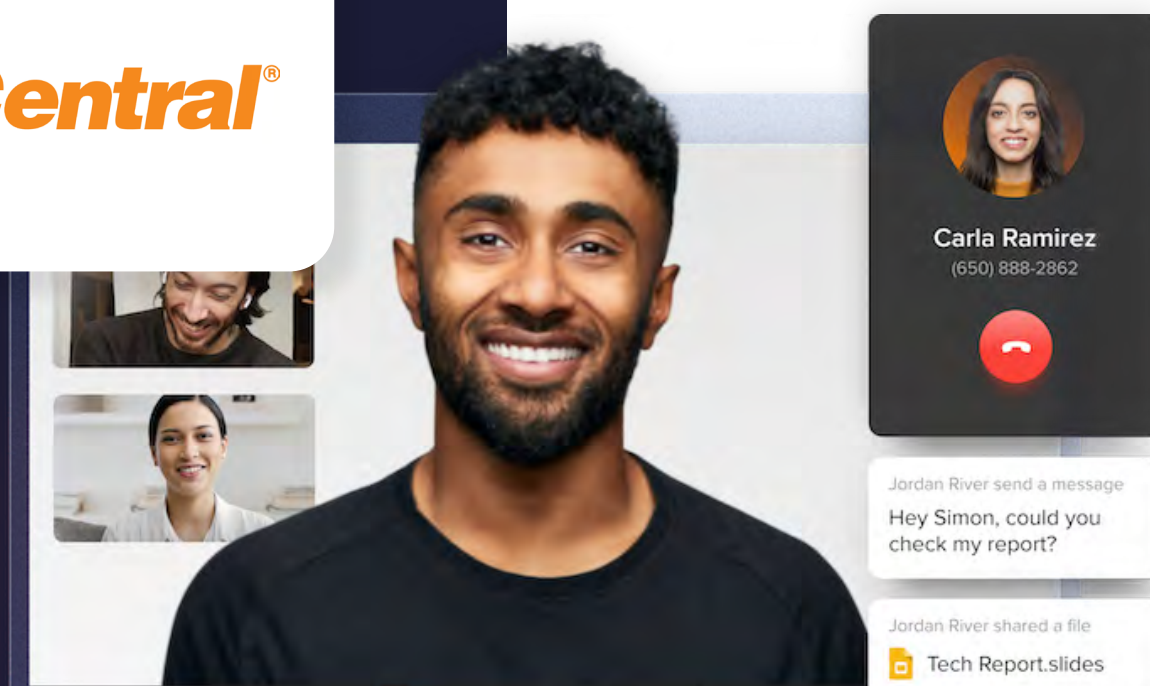


**Ian Guest**  
Marketing Director  
Pure IP

[pure-ip.com](https://pure-ip.com)

**GET IN TOUCH >**





# Powering Productivity and Longevity with Unified Communications

Four out of five CEOs realise home or remote working will endure beyond the pandemic. That means business leaders are looking for reliable solutions that will support employees working from anywhere, over the long term.

Only 12% of businesses claim that they were ready for remote working when lockdown hit, the rest quickly implemented knee-jerk solutions as a quick fix to allow remote working.

As we reshape the world of work, IT teams are taking the time to review and replace a patchwork of temporary solutions. More efficient, single-platform arrangements are needed for long-term viability.

## Rebooting your productivity

Studies have shown that knowledge workers lose up to 32 days per year in productivity caused by constant switching between applications. Not only is this a huge drain on your team's efficiency, it's also frustrating for workers and can have an adverse impact on employee engagement.

With a huge number of communications platforms available, it's easy to get lost in the mire when selecting the appropriate tools for your teams. Be mindful of the fact that many platforms simply work in silos and don't connect or 'talk' to each other in the way teams need them to. With separate tools and platforms

for email, chat, video conferencing, file sharing and project management all being used to communicate, it's no wonder employees find it difficult to access crucial information when collaborating.

With 'tech fatigue' – or more specifically 'video fatigue' – cited regularly as a daily frustration in lockdown, unhealthy working hours are becoming the norm. This 'always on' culture, exacerbated by a multitude of platforms, can lead to a decline in productivity and long-term challenges such as burnout.

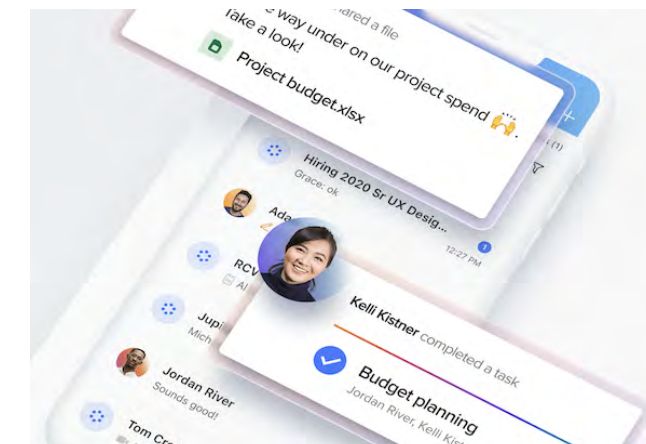
It's important to look for single platform solutions that offer many features and functions combined in a single application. RingCentral's intuitive, unified solution offers messaging, video, phone and collaboration functionalities via a single interface.

That means you and your teams benefit from a more productive virtual working environment, by eliminating the need to switch between different platforms, or deal with different vendors.

## Setting you up for scalability

With a fully remote or a hybrid workforce, companies need to make it easy for employees to communicate, and also set themselves up for better agility in the future.

**RingCentral's unified communications solution** brings multiple essential day-to-day functions together into a single interface, making it much easier for dispersed teams to communicate and collaborate on daily tasks, effortlessly.



Aside from improving productivity, choosing the right platforms can also support your long-term business growth. Businesses with the right technology attract the right talent, and with cloud communications, scalability and agility become much easier, meaning your prospective talent pool becomes a global one.

By investing in a carefully selected unified solution such as RingCentral, businesses empower better productivity and open themselves up for long-term growth in the new virtual ecosystem.

For more information about how unified communications as a service can set your business up for success, **talk to a RingCentral expert today.**



**Severine Hierso**  
Senior Product  
Marketing Manager  
RingCentral

[ringcentral.co.uk](https://ringcentral.co.uk)

**GET IN TOUCH** >



# Service Management Solutions

## How do companies maintain and manage growth in an ever-changing environment?

As the communication tools and landscapes we navigate each day grow increasingly complex, how do we ensure that everything is working as it should?

Service management solutions are the on-premises and cloud-based offerings intended to protect today's evolving companies. With UC Service Management solutions, organisations unlock a full end-to-end view of their communication stack and the technology that keeps it running.

Through this technology, business leaders can more effectively track voice quality in standard calls, examine networking issues, and understand the needs of their employees. By 2025, experts predict that the market for UC will reach a value of \$161.1 billion. Tools to manage this "unified" environment will only grow in importance over time.

### The Trends Driving Service Management

The concept of service management began in the IT landscape, as a way for business leaders and C-Suite executives to keep track of enterprise tools. As the line between IT and communications continues to blur, service management tools ensure that companies can

keep a closer eye on everything from cloud-based calls, to video communications.

For many teams, the biggest factor driving the need for service management, is the benefit of a single-pane-of-glass environment. Now that employees are more distributed in a work-anywhere environment, it's easy for information to end up siloed and lost. A single pane of glass environment supports better productivity for employees, but it also allows for better insights and compliance for business leaders too. Trends driving service management solutions include:

**Artificial intelligence:** Like many areas, service management is rapidly benefitting from an increase in intelligent technology. Through AI systems, service management solutions can more rapidly collect information about a communication stack and deliver actionable insights almost immediately. AI systems can send notifications to team members automatically when a quality level drops, or automatically work to fix potential problems.

**Improved security:** Good service management solutions in the communication landscape are quickly becoming more intertwined with security, privacy, and

compliance strategies. Today's teams want to be able to see the quality of their calls in the same landscape where they can check to ensure that recordings are being securely stored. A greater focus on privacy, security, and compliance is sure to emerge in the years to come.

**Zero touch solutions:** Now that companies are working in a more distributed environment, employers and business leaders need to be able to issue changes to the communication stack and roll out updates with minimal effort. Zero touch provisioning and automated solutions provided over the cloud will make life much easier for the managers handling today's distributed teams.

### Achieving True Visibility

Service management solutions are paving the way to a future where companies can maintain more control over increasingly complex communication stacks. The demand for these tools will only increase as we continue to build more omnichannel environments for collaboration, internal communication, and customer service.

As Forrester noted back in 2019, we're moving towards a more cognitive enterprise, where a granular view of business operations is necessary to avert disaster. Service management could be at the heart of this new cognitive landscape.



Learn more

Download our  
**FREE** Smart Guide



Keep up to date with all of  
the latest news, reviews and  
opinions at UC Today

NEWS



REVIEWS



DIRECTORY







## What is your Microsoft Teams Strategy?

In 2021, there is no question that Microsoft Teams is the workspace of choice for companies that are using Team Collaboration software. In addition, with over 60M daily users on mobile devices, Teams is where business users work on-the-go or remote. One of the native applications available in Teams - the Calls application - is a softphone.

The telephone is a very important tool in any workspace. What happens inside the telephone – call control, PBX features, advanced integrations, and reporting - are key for business. Giving businesses the telephone where they want it (Microsoft

Teams) doing what they want it to do (existing PBX) is smart.

Fortunately, Microsoft has pre-built the tools into Teams that allow any business user to natively use the Calls application as a softphone. The software tools to accomplish this leverage Microsoft SIP integration - via Microsoft Direct Routing - and programmatic integration - via the Microsoft Graph API.

TeamMate Technology allows Teams users to keep using their business phones and other business PBX tools in their Microsoft Teams workspace. Service Providers,

Resellers, Distributors, and MSPs can use TeamMate portals to automate provisioning and management of Direct Routes, Teams-PBX Users, SIP Trunks and a branded Teams Application. The Application in Teams is a very convenient beach head, to improve the Teams Users experience. TeamMate is the only solution in the market that lets Service Providers create and install this custom Teams PBX Application.

TeamMate runs all integration components in Microsoft Azure utilising multiple data centers around the globe effectively mirroring the geographies where Microsoft Teams has been most successful. We continually update the software to navigate changes in Microsoft, to improve useability and to incorporate more advanced Microsoft and PBX/Trunk provisioning controls.

The TeamMate Connector is sold through a network of partner service providers that collectively sell 24 different PBX types in 30 different countries.

If your business users are looking for ways to make Microsoft Teams a more meaningful workplace integrating the existing PBX is a great way to take a quick step forward. Using TeamMate gives you access to the state-of-the-art customised and branded Teams application. It looks good and it more tightly integrates the existing phone system to provide Truly Unified Communications.



## TRUNK



**Micah Singer**  
Managing Director  
TeamMate Technology

[teammatetechnology.com](https://teammatetechnology.com)

**GET IN TOUCH** >



## Truly Automated Risk Compliance for Modern Collaboration Tools?

The answer is yes. Ask us how.



## Best Practices for Managing Compliance and Video Conferencing

Video conferencing has increased in importance over the last year due to the shift for most business employees to work away from the typical office location, allowing employees to simulate in-person collaboration. But it's also changed the way businesses interact with their customers, particularly in the financial services arena.

### Understanding Risk & Regulatory Implications

The strategic business use of **video conferencing** is changing the mix of where and how financial services companies and their employees are

communicating with each other and their customers - from traditional phone and email to interactive video. As you expand your business initiatives to include video conferencing, it's important to proactively address the regulatory, data loss, and legal implications.

Engaging in video communication has risks that need to be managed. Video is a rich communication platform that allows you to show, share, speak, and text chat information. Many firms don't have a program or means to monitor video; however, this is essential. Financial institutions should extend their current regulatory concepts for digital communications to also cover video use.

The broader financial services industry including wealth, insurance, and banks has many regulations that apply to electronic communications. Far-reaching regulations, including Dodd-Frank, EU General Data Protection Regulation (GDPR), and MiFID II, along with guidelines from regulatory agencies like FINRA, SEC, and NAIC will directly impact the way that increased video communication is managed across your organisation.

### Here are our five steps to automate and simplify your path to video conferencing archiving and compliance.

1. Have a plan to record
2. Select vendors that can record
3. Create a plan for compliant archiving of recordings
4. Establish a review plan and process
5. Use technology to help video compliance

To find out more about these best practices and how to implement them, reach out to Theta Lake by following the link below.

[thetalake.com](https://thetalake.com)

### Video Conferencing Value



77% experience higher sales close rate with video banking

86% experience accelerated decision making

79% improvement in customer experience



**Devin Redmond**  
CEO and Co-Founder  
Theta Lake





## Staying on Top of Regulatory Requirements

If last year was about moving your communications to the cloud with the minimal possible disruption to newly displaced workforces in the wake of COVID-19, the theme of 2021 is going to be extracting **more value from your platforms as you scale**.

Many businesses in 2020 were forced into accelerated timelines for digital transformation because of the pandemic. Providers worked around the clock to stay ahead of demand.

It was truly impressive how the communications industry was able to accommodate the overnight explosion in demand for bandwidth and services.

But 12 months on from the start of the 'new normal', enterprise voice and IT departments now have a much better handle on the requirements of their teams.

Many we talk to at Voxbone, now part of Bandwidth, are turning their attention gradually back to the expansion plans put on hold last year.

### Compliance, Compliance, Compliance

This year, we see a huge opportunity for businesses who jumped to the cloud quicker than they might have liked to go back and really get their communications right.

It's one of the most compelling benefits of cloud provisioning that you're no longer locked into past decisions because of capital expenditure or on-premise hardware. Instead, configurations can be changed and new capacity spun up or down in a more agile fashion.

They'll be able to iron out inefficiencies, establish better processes and reconfigure their tech stack to better scale to new markets.

This means, for both enterprises, and the CPaaS and UCaaS platforms supporting them, there will be an increased focus on regulations.

### Providers Facing Regulatory Tightening

Across Europe and APAC, communications regulators continue tightening the rules governing provision of communications services. Because we work with communications providers and enterprises consuming these services, we see the impact of this wave of regulatory tightening from both sides.

Providers are finding it more complex to offer compliant service in local markets across Europe without partners that understand the lay of the land and can give them vital context on how restrictions - often only provided by regulators in local language - apply.

The alternative would be hiring expensive legal counsel for every market where they wish to do business.

### Big Risks for Business

For businesses, the negative dollar impact of choosing a non-compliant provider has never been higher. As we see repeatedly, the risk of sudden disconnections and loss of phone numbers in local markets is very real for organisations operating internationally.

I don't think I need to spell out the implications for brand perception, sales pipeline and customer experience if an end user can't pick up the phone and get through.

### A Compliant Solution

Voxbone has 15 years of experience dealing with local regulations in 60+ markets across the world including all English-speaking countries, the vast majority of the EU and major economic hubs in Asia.

Our compliant voice network coverage can be **integrated with any UCaaS or CPaaS solution**, instantly scaling your reach to 93% of the global economy without risk of non-compliance.



**Matt Brown,**  
Vice President of Product -  
International  
Bandwidth Inc



**GET IN TOUCH** >



## Changes Coming to Collaboration in 2021

### Connect, Serve, Innovate

The workplace has forever changed. With the mainstream adoption of remote and hybrid work (a trend accelerated by the pandemic), new challenges and opportunities abound. Effective remote collaboration has become vital, as companies look to better serve their customers and more quickly innovate to stay ahead of competitors.

### Optimising Hybrid Work

A hybrid workplace will likely be the future of work with some people continuing to work remotely while others (slowly) return to the office. Companies will continue to look to protect

employees' safety, recognise the advantages of a distributed talent pool and leverage potential cost savings and productivity gains. In this changing environment, organisations need insights to optimise their technology and workspace (in office or at home) to facilitate effective collaboration. As organisations undergo workplace transformation they need to understand:

- Utilisation of workspaces based on real occupancy data
- Adoption of technology and key internal power users/champions
- Productivity and engagement of employees
- Collaboration dynamics across departments

Ultimately, improving collaboration across virtual and in-person connection points will lead to greater efficiencies and maximise technology and real estate investments.

### Multi-Vendor Visibility

Remote and hybrid work, telemedicine, and distance learning have accelerated the adoption of new collaboration technology. Sixty-four percent of organisations report already relying on multiple communication platforms. With quality and reliability issues more than doubling since the beginning of the pandemic, companies have an urgent need for tools that help monitor and optimise their growing UC environments - from endpoints to platforms to meeting rooms. Tools with complete visibility across video and voice including UCaaS providers (Microsoft Teams, Zoom, Cisco Webex, Google Meet), endpoints and on-premises infrastructure are best positioned to help organisations manage their new environment.

### Assuring Quality

More than ever, internal and external communication are mission-critical and are simply expected to perform, with 77% of enterprises reporting that improving video quality of service for employees is an important priority. However, this has become increasingly complex with remote workers and multi-vendor environments. UC engineers and support teams are now facing an increasing number

of user-reported issues. Leading organisations are adopting proactive, real-time monitoring solutions to identify and resolve systemic issues or issues related to VIP users before they affect key meetings or are even reported. **The three main types of issues facing support teams today are:**

**Infrastructure Issues:** Issues with on-premises UC&C infrastructure (often around quality, connectivity, scalability and remote access)

**Remote Environment Issues:** Many of these issues are out of IT's direct control and are often related to the home networks and unapproved/non-certified peripherals

**Provider Issues:** PSTN or UCaaS provider issues requiring evidence/details of the issues to ensure a quick resolution when working with a technology provider

Hundreds of organisations worldwide spanning 20+ industries already trust Vyopta to improve the quality of collaboration enabling them to better connect, serve and innovate. Follow the links below to learn more about Vyopta.



**Jonathan Sass**  
VP of Product  
Vyopta

[vyopta.com](https://vyopta.com)

**GET IN TOUCH** >





## When will UC you can make a difference? With Wildix

Wildix solution is aimed at small and medium businesses, between 50 and 1000 users, that need to provide their employees and collaborators with efficient yet simple to use communication tools. Wildix system was designed to be easy to install and to manage with low maintenance costs.

Wildix is a complete and scalable solution for companies that need to upgrade their communication tools by introducing features such as video conference, chat, and users presence; and at the same

time, reduce operating costs. Unlike other solutions available in the market, Wildix offers a complete range of Hardware products and Unified Communications & Collaboration features.

Wildix produces a UCC Solution that is innovative, simplistic in its delivery and just as simple to use. The solution harnesses the power of WebRTC to allow not only users but also their customers to talk, video call, chat and even screen share without the need

to install any software, not even an add-on. What's more, the whole solution requires no VPN, SBC or additional firewall configuration.

The full solution is delivered directly within a web browser and not a proprietary application, this simplistic approach and the fact that people are familiar with using web applications means that the user adoption of the solution is exceedingly high.

The use of WebRTC to offer a simplistic and fully-featured collaboration solution is innovation at its finest, this shows how Wildix and their solution is leading not only collaboration but also UC&C. Unlike most hosted solutions on the market, the platform is not a shared resource, each customer gets their own instance hosted by Wildix within AWS, this means that the platform does not suffer the pitfalls of downtime that affect 100% of our partners and connected customers. Each hosted solution gets a unique public IP address and custom public domain name to allow simple access and also apply integration to line of business applications hosted elsewhere, this is not possible on a shared platform as you can't restrict access to the hosted platforms. Further examples are being able to link to Office 365 to allow users to log in with a single username and password and reduce the overheads on the IT department.



**Wildix communications system is perfect for smart working, which is so essential nowadays.**



**Ian Rowan**  
Senior Channel Manager  
**Wildix**

**wildix.com**

**GET IN TOUCH >**





## Flawless Video. Clear Audio. Instant Sharing.

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video-first unified communications platform for video, voice, content sharing, and chat runs across all devices and workspaces.

Sign up for a free account at [zoom.com](https://zoom.us)