UCaaS: Opening the Door to Other Sales

TBI

UCaaS can be a powerful and effective solution when implemented correctly. However, its performance relies on the underlying network, and many partners launch UCaaS without thinking through the overall system. The result is a service that doesn't realize its full potential and therefore falls short of customer expectations.

INCREASED BANDWIDTH

Accessing services in the cloud requires greater network capacity than locally provisioned resources, which could mean a need for increased bandwidth.

SD-WAN

Because of SD-WAN's ability to enhance the UCaaS experience, the two make for a natural bundle.
Adding SD-WAN allows:
- Enhancement of UCaaS applications, such as video and voice, that are susceptible to latency, packet loss and jitter.
- Most SD-WAN providers provide a MOS score to allow quick/easy view of call quality.
- Prioritization of applications, routing traffic down the best available path and improving network performance.
- Improvement in resiliency by pushing mission-critical apps such as voice to a failover connection in times of need via packet duplication, preventing lost calls and lost business.

SIP (SESSION INITIATION PROTOCOL)

SIP is a natural sell-with for UCaaS because it reserves bandwidth specifically for voice, ensuring that call quality is maintained even when bandwidth utilities exceed available capacity.

MANAGED FIREWALL SERVICES

With the simplification UCaaS brings, many businesses might also find it easier and more cost effective to outsource their security to an outside vendor.

BaaS/DRaaS

Having backup offers protection against a worst-case scenario, while disaster recovery ensures files, databases and applications can be quickly accessed so normal business operations can be resumed.

CCaaS

Modern customers expect 24/7/365 support; businesses want increased visibility and insight within their contact centers. Contact center solutions offer features that businesses of all sizes, not just those with call centers, can benefit from. These include the ability to:
- Route calls more efficiently
- Provide agents with immediate access to information and resources relevant to the caller
- Record and collect data on calls, which can then be used to improve the customer experience
- Call back customers vs. waiting on hold
- Integrate multiple channels, including chatbots for websites

TIP:
When selling UCaaS, it is best to perform a complete network assessment to ensure peak performance of UCaaS.

TBI's new UCaaS guide is here to help educate you on the current and future landscape in UCaaS, the features and benefits of UCaaS solutions, and how UCaaS will open doors to other sales.

The UCaaS Evolution: From Communication to Productivity is available to **download now.**

Not yet a TBI partner? Visit tbicom.com to sign up and access resources.