Overview

Hosted UC is a cloud-based, fully hosted unified communications (UC) solution, designed to completely replace a client's aging telephone system. Hosted UC enables clients to gain complete control of their business communications with a web-based dashboard. The main components are local; long distance/toll free; advanced mobility and collaboration features; and IP handsets.

Value Proposition

Hosted UC enables clients to improve productivity and efficiency with next-generation technology and unmatched flexibility and control, while eliminating capital expenditures and ongoing asset management.

Small Business Value Proposition

- Cost reduction through simplification: Single supplier, one contract, no duplication.
- Flexibility: Solution is readily adaptable to changing business needs.
- Next-generation technology: The latest big company capability features at small business prices.
- No risk to client: Whether in the technology buying decision or implementation.
- UC productivity: Increase both employee and client satisfaction.

Mid-Market Value Proposition

- Improved employee productivity.
- Better client service.
- Lower total cost of ownership than less flexible premises-based systems.
- Advanced UC functionality without the associated ancillary costs of support personnel.
- No risk of technology obsolescence.
- Migrate to the new solution at the appropriate pace versus wholesale change.

Large Enterprise Value Proposition

- Improved employee productivity.
- Flexible deployment model and migration program.
- Reduce operational expenditures.
- Seamless integration with third-party vendor solutions.
- Build a productive and collaborative workforce.
- Business continuity and security.
- Lower total cost of ownership.

Key Benefits

- Eliminate capital investment into network equipment, upgrades, and maintenance.
- Focus resources on ROI initiatives, not managing and maintaining voice networks.
- Unmatched flexibility and control with centralized management.
- Gain a competitive edge with improved communication and a streamlined network.
- Dynamically scale at increments of one.
- Gain efficiencies with a single partner solution.
- Instant flexibility and quick technology deployments with the latest applications and provision capacities.

Target Market

Hosted UC is ideal for customers with 1-1,000 users and can easily scale in increments of one. Hosted UC is currently available in the U.S. and Canada*; however it is suited for businesses across all vertical markets including businesses with call center needs. Target clients typically have the following initiatives: goal to embrace cloud strategies, migrating from TDM, ready for a network and IT refresh, and are attempting to eliminate maintenance renewals. Clients with diverse phone systems in multiple locations and clients expecting rapid growth, restructuring, or acquisitions are a perfect fit for Hosted UC.
***This service cannot be delivered in Quebec.**

Questions to Start the Conversations and Qualify

- How is your business affected by the technology shift to an all-mobile environment?
- In the event of an outage, what is the businesses plan to make sure you do not miss client calls?
- What are the current constraints of the technology that you have in place?
- What are the challenges with managing your current phone system?
- Are you able to stay up to date with the latest technologies and upgrades for your phone system?
- What functionality would you like to have for your business that you currently cannot deploy with your current system?
- What return on investment activities could your IT staff focus on if they did not have to focus on managing your voice network?

Client Challenges, Insights, and Attitudes

Small Business Value Characteristics

- Highly distributed workforce: Potentially with multiple sites or remote workers.
- Limited or no IT skills: Desires a "trusted advisor" to take care of all their communications needs.
- Accessibility is important: Every call is a potential opportunity, so simple yet sophisticated solutions are required.
- Capital expenditures averse: Desires risk-free solutions that can flex with their business.
- Wants to portray a large enterprise while being cost-conscious.

Mid-Market Characteristics

- Highly distributed workforce: Potentially with multiple sites and remote workers.
- Needs to support a number of specific job functions that may be specialized to their business sector.
- Has an educated buyer who will be familiar with the range of UC solutions in the market.
- Has significant cost constraints that impact the ability to support and deploy new communications services.
- Needs to deliver business continuity and IT support levels similar to very large enterprise environments.

Large Enterprise Characteristics

- Highly distributed workforce: Potentially with multiple sites and remote workers.
- Needs to support a number of specific job functions that may be specialized to their business sector.
- Has educated staff that is tasked with understanding the market and range of UC solutions plus roadmaps.
- Requires highly secure solutions to meet corporate and industry compliance requirements.
- Needs to deliver business continuity and IT support levels in very large enterprise environments.

Competitive Landscape

Competitor	Product Name	Sweet Spot	Average Size of Client	Pricing (out of 5)	Platform	Device Brands	Competitor Strengths
cbts	Hosted UC	1-1,000	20	$$	broadsoft	Polycom	• 140 years of growing and evolving with technology. • Innovation leader with next-generation collaboration tools.
8x8 Global Cloud Communications	Virtual Office	50-15,000 seats	750-1,000 seats	$	Proprietary	Cisco SPA, Polycom IP, Polycom VVX, Spectralink, Yealink	• 10 years of cloud experience. • Rich PC suite of services w/contact center.
XO Communications	Hosted PBX	100-10,000 seats	NA	$$$$	broadsoft	BYOD and compatible with Polycom and Cisco	• One of the nation's largest communications service providers. • Focused on large enterprise clients, including more than 50% of the Fortune 500 companies.
AT&T	AT&T UC Voice	6-2,500 seats	NA	$$$	broadsoft	Cisco, Polycom, Yealink	• Supports hosted, managed, and hybrid UC configurations, including Cisco, Avaya, and Microsoft. • Global communications SP able to leverage their network footprint, VPN portfolio, and professional services in their offerings.
RingCentral	UCaaS	<10,000 seats	75-1,000 seats	$$	Proprietary	Cisco SPA, Polycom IP, Polycom VVX, Yealink	• Offers over 200+ integration clients. • Flexible contracts from an OpEx model to annual prepay options.
Vonage	Vonage Essentials	5-5,000 seats	75 seats	$$	Proprietary (1-100 seats)	Cisco SPA, Grandstream, Panasonic, Polycom VVX, Yealink	• Easy-to -use mobile and desktop applications. • Offers ability to communicate with clients using voice, text messaging, and video.
nextiva SIMPLIFYING BUSINESS COMMUNICATION	Nextiva Office	5-5,000 seats	NA	$$	broadsoft Proprietary	Cisco SPA, Polycom IP, Polycom VVX, Panasonic, Vtech	• Winner of "Product of the Year" by Internet Telephony 4 straight years. • Easy to use online portal to manage call flow and individual users.