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Sales Enablement Pack:   
Unified Communications as-a-Service (UCaaS)  
 Empower your customers to work smarter,

with collaborative tools that cut costs and boost efficiency

# Unified Communications as-a-Service (UCaaS)

### Empower your customers to work smarter, with collaborative tools that cut costs and boost efficiency

# EXPO.e’s Unified Communications-as-a-Service (UCaaS) solution enables organisations to achieve superior collaboration and improve productivity at a competitive cost. Our feature-rich, highly resilient solution brings together telephony, messaging, collaboration and meetings, with UC experts offering hands-on support to ensure you are always able to deliver a successful implementation and world-class end-user experience.

# Market Challenges

* The global UCaaS market is projected to reach $118.8 billion by 2031.
* Mobile-friendly platforms, Cloud-native software, and a move away from hardware-centric solutions are the most pressing UCaaS concerns for modern businesses.
* Modern businesses utilise an average of 110 different SaaS applications – all of which need to be securely integrated with their UCaaS platform.
* CEO’s spend 61% of their time in meetings and 24% on electronic communications. More efficient meetings will help optimise their productivity.

# Business Challenges

* In the modern hybrid workplace, communications platforms must support both on-premises and remote working equally.
* Legacy on-prem solutions are nearing end of life, leading customers to consider alternative solutions to fulfil their communications requirements.
* Inflexible software and hardware integrations.
* Finding the right provider to assist with the cyber security and data challenges associated with hybrid working and Cloud-based communications.
* Many businesses use several apps to approximate a true UC solution, which difficult to monitor and manage, resulting in a poor user experience.

# Why EXPO.e for Unified Communications?

With an increasingly dispersed workforce demanding a new breed of seamless, omnichannel workflow, organisations across the public and private sectors are looking new and better ways to communicate and collaborate. EXPO.e’s UCaaS solution was created to provide a single answer to the numerous challenges this often involves, providing a fully integrated experience, with one secure platform to call, message, meet and drive innovation.

* **Calling**. A complete Cloud phone system with powerful features that work on all your customers’ preferred devices. Our Calling functions are deeply integrated within the UCaaS app, allowing you to deliver a single, fully integrated solution.
* **Messaging** that makes collaboration engaging and effortless, with features like file sharing, co-creation, and whiteboards in easy-to-use spaces for secure collaboration, both internally and externally.
* **Meetings**. High-quality video meetings that drive engagement across teams, offering users the ability to join with a single click and seamless calendar integration.

A close-up of a checklist

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# Features & Benefits

EXPO.e’s UCaaS solution allows you to offer your customers with a streamlined, secure, and intelligently integrated platform for communication and collaboration, delivering:

* **A Cloud-based, device-agnostic solution.** Securely connect, collaborate, and share content from anywhere on any device – desktop, mobile, web, or video devices – for a consistent experience that doesn’t require you or your customers to invest in additional hardware.
* **Seamless integration with your customers’ preferred platforms.** Our UCaaS service provides deep integrations with leading productivity tools, including Microsoft Teams, Slack, Salesforce, O365, G-Suite, ServiceNow and many others, allowing you to offer a streamlined deployment process and answer any concerns about compatibility.
* **Stress-free security, governance, and compliance.** Your customers get secure, high-quality collaboration tools, with the highest level of protection for meeting data, including support for AES 256-Bit GCM encryption. This way, you will be able to successfully deliver the solution to customers with the most rigorous security and compliance obligations.
* **A fully resilient service**, with 99.99% SLA. Our platform is built within geographically diverse data centres, providing your customers’ end users with always-on inbound/outbound calling functionality, driving productivity and responsiveness.
* **A fully managed solution.** 24/7 management and hands-on support from EXPO.e’s own UC specialists completely removes the IT burden from your and your customers’ internal teams, allowing you to focus on service delivery and your customers to focus on their own business-critical activities.
* **A highly intuitive self-service portal** provides visibility of the entire UC estate and enables a stress-free onboarding process, after which you have everything you need to deliver tailored support for each customer.
* **Full support for tomorrow’s connected workflows.** Customers can hold meetings of up to 1,000 participants, erasing geographical barriers and making their business more accessible for employees and customers, helping establish the solution as a key element of their long-term growth.
* **Simplified communications.** Users can privately message one person or create group chat in seconds, allowing users to communicate faster and have a higher engagement rate.
* **Secure, effortless content sharing** – Allowing customers to focus on building and delivering meaningful artifacts to end users in shared spaces.
* **Effective noise removal** lets end users meet with confidence and allows for stress-free conferencing, no matter where they are connecting from.
* **Product add-ons** ensure your will enjoy numerous opportunities for upselling:
  + **Auto-attendant** is used to greet, queue and direct calls based on user input, holding them in a queue if it is not possible to route them based on menu selection.
  + **Attendant Console** enables receptionists to manage inbound calls and perform a variety of functions relating to incoming calls within an enterprise.
  + **Go Integrator Cara** enables users to make optimal use of their UCaaS platform, integrating with contact-orientated business systems and CRM applications, offering customers a standard set of integration features for over 250 popular applications. This provides significant productivity gains, including rapid caller identification and highly efficient call processing.

# Discovery questions to ask your customer

* Is your business as responsive to your customers, prospects, and partners as it needs to be, or are you still using outdated communications and collaboration technology?
* How does your company currently communicate with one another, customers, vendors, and business partners? Does this change much for different teams?
* Has the organisation adopted a hybrid working policy? Do you have remote workers? Multiple sites? Users on the move? How do you guarantee every user collaborates effectively regardless of location?
* Has your business moved the phone system to the cloud, or are you still using an on-prem PBX? If that's the case, what do you see as the leading reasons for not adopting a Cloud communications service yet? If you already have a Cloud communications service, has your cloud provider been living up to your expectations?
* Is your UC System fully serving your business objectives? Is it well integrated with employee smartphones? How about your calendar and email platforms?
* Do your employees feel as productive and reachable when working remotely as they do when they’re in the office?
* Have you thought about adopting cloud services for business voice, meetings, and team collaboration? What kind of timeline do you see in moving these services to the Cloud?
* How important is it to avoid future disruptions from acts of nature and other similar events? How robust is your on-prem solution? If you have a Cloud communications service, is it fully resilient?
* Does your IT staff have enough bandwidth to focus on new, strategic initiatives that propel your business forward, or do they have to spend most of their time dealing with issues related to the phone system or disjointed communication applications?
* What do you use for messaging in the workplace? How about video conferencing? How easy is it to include external participants in your meetings?
* How many different applications do you use to manage your UCC (chat, calls, video, sharing...), are they fully integrated?
* Are you aware of the impact of your current UC solution to your cyber security posture? Are you confident that your data is protected and always stays private?

# Qualification questions to ask your customer

* Is the business geographically dispersed? What countries require PSTN breakout?
* How many employees do you have in your business? Remote users? Hybrid working policy?
* Do you need collaborate regularly with partners or customers? How do you communicate with them currently?
* What is the current volume of voice minutes? Any destinations to highlight?
* Does the customer have a particular vendor strategy? Do they have a multi- vendor strategy?
* Does the customer have a contact centre strategy?
* What are the customer's feature requirements? Do they require the following features?

1. Receptionist handset/console
2. Alternate numbers
3. Audio/video calling
4. Call centre login/log out
5. Call recording
6. Auto-attendant

* What does the customer currently do for video/audio meetings, and do they have legacy hardware?
* Do they currently have Cloud-based virtual meeting rooms?
* Do they have or need physical video/audio systems that need to be included in their solution?
* What is the largest expected meeting in terms of number of participants?