It's Crowded Out There...
What to Look for in Your UC&C Partner

Not only are Telco Carriers challenged by declining unit revenues, but you now face growing threats from changing patterns in communication and non-traditional competitors. To guard against the onslaught of competitive chaos, you'll need a clear vision for a complex playing field.

Did you know that, according to Salesforce, 86% of executives cite a lack of collaboration or ineffective communication for workplace failures? Once simply a value-add solution, collaboration has rocketed forward as one of the most prevalent topics within the Carrier community. What now exists is a broad expanse of solutions offering a significant opportunity to maximize legacy revenues and distinguish your offering in an otherwise commoditized space.

As you plan your Unified Communications and Collaboration (UC&C) strategy to stay ahead of the competition and to remain relevant to your customers, here are the ten key factors that can strengthen a Carrier's role as a cornerstone in the UC&C practices of your customers:

1

Leverage your own brand

Co-brand/white-label the entire solution, including the user interface, notifications and audio prompts to maintain your relevance in the eyes of the end customer.

2

BYON

Network integration allows the Carrier to 'Bring-Your-Own-Network' for origination and termination of all calls, thereby maximizing existing infrastructure utilization.

3   Meet them where they live

Built-in multi-language number sets will complement the Carrier's network and support other regional requirements.

4   Flip the switch with go-to-market enablement

Marketing templates, product positioning and adoption programs provide a quick entrance into the market.

5   Many hands make light work

A team of collaboration sales experts and around the clock customer service agents are available to help augment a Carrier sales and service delivery team.

6   Crystal clear sound

Providing superior audio over a dedicated global private MPLS backbone with 160+ PSTN access points, dial–in and dial-out options, HD Video and Dolby Voice will ensure real audio quality.

7   Push the easy button

Software-as-a-Service (SaaS) solutions are typically easy to integrate within customers' existing systems and workflows, and are able to be implemented quickly and easily across the globe, regardless of geographical specifics or demographics.

8   Pillar of strength that you can lean on

Data security, privacy and best-in-class global support built into the product.

9   Scale up, scale up

Use the same provider for a meeting of 10 or a meeting of 10,000.

10   Integrations that matter.

Integrations with Salesforce, Evernote, Box, Dropbox and Google Docs to help streamline the daily activities of your customers.

From small businesses to multi-national enterprises, a highly secure and global-ready UC&C bundle is top of mind for every company. Carriers can support their customers' collaboration and productivity initiatives in new and meaningful ways by partnering with an expert like PGi. The risk and investment required to get it right in today's complex and rapidly moving UC&C market, make it more important than ever for customers to leverage specialists.

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