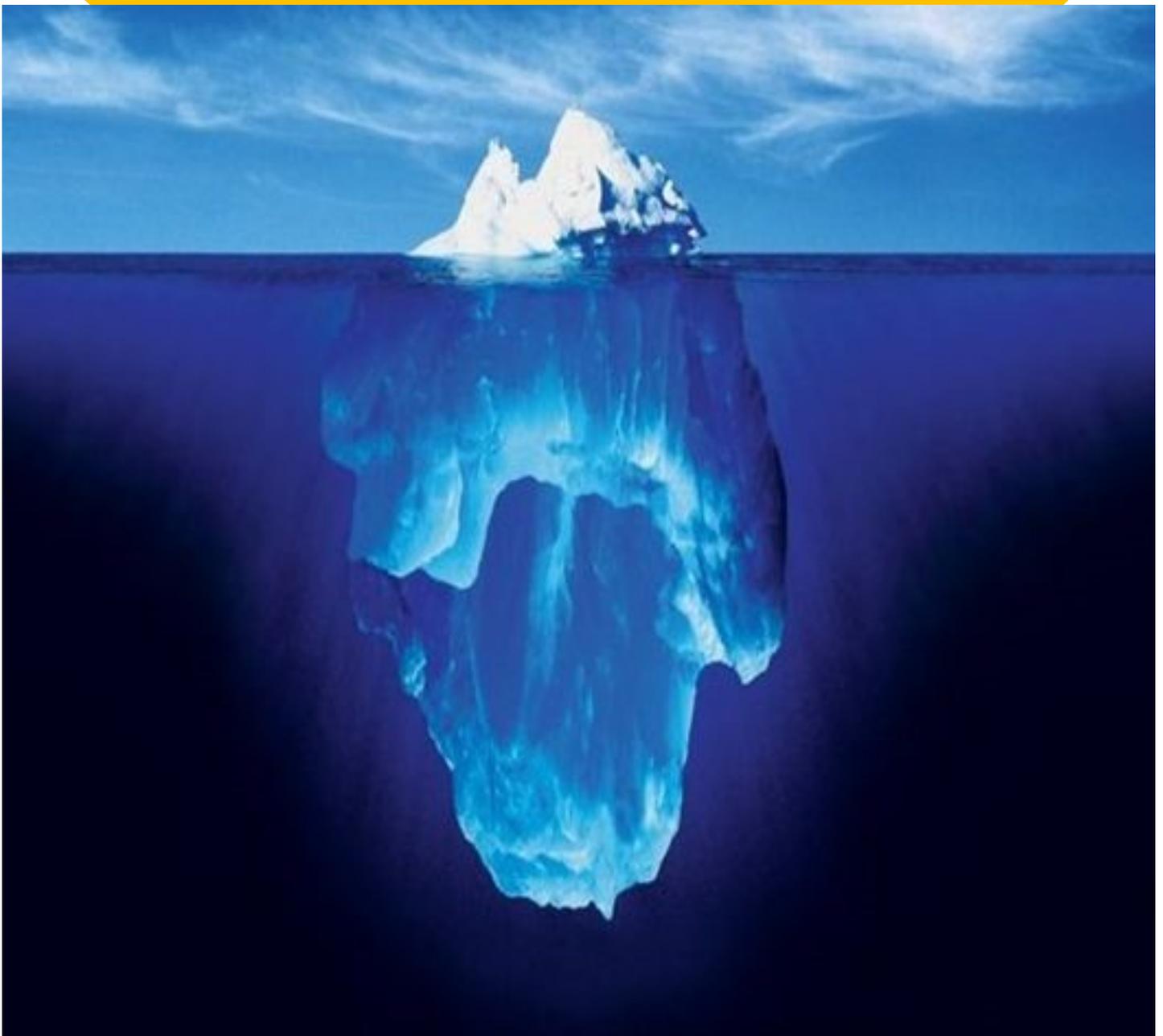


# Tip of the Iceberg!

Unified Communications as a Service  
(UCaaS)

MSP Revenue Opportunity





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### **TIP OF THE ICEBERG**

This is an eBook about Unified Communications (UC) story telling for Managed Service Providers (MSP) seeking the next great opportunity in the small and medium business (SMB) community. By the end of this eBook, you'll be ready for the next steps to team with a leading Cloud Services Provider (CSP) to engage in Unified Communications as a Service (UCaaS) customer deployments.

#### **Outline:**

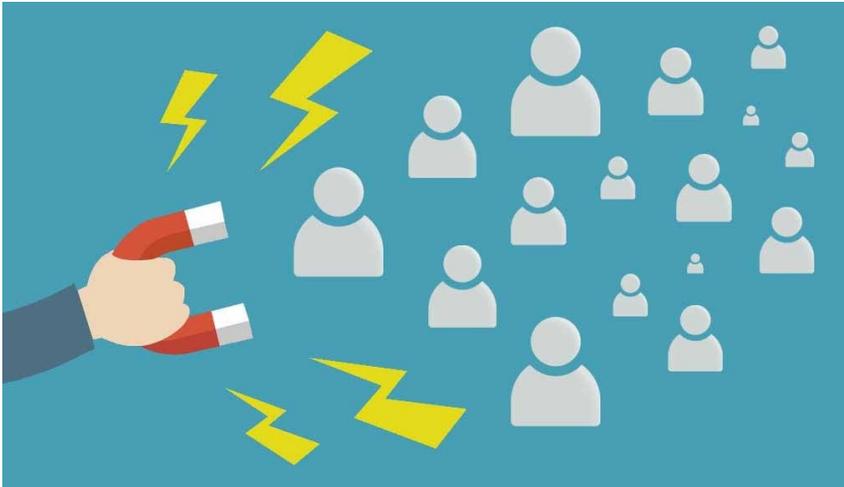
- Tip of the Ice Berg
- Attracting Top Talent
- Close Mid-Funnel Prospects

First things first. Why team with a CSP such as SherWeb? In today's mature SMB technology environment (witness MSP consolidations), it incumbent upon MSPs to transform business models to include the behavior of both being a CSP and partnering with a larger "Tier 1" CSP such as SherWeb. The benefits are obvious including increased returns to specialization. This economic concept, loosely translated, means all parties do what they do best with the caveat of expectation management in the relationship. An MSP is an expert at last mile service delivery and a Tier 1 CSP such as SherWeb is best at providing the underlying solution infrastructure and partner services such as provisioning and billing.

If you are not a student (or master) of UCaaS, I want to direct your attention to a recent publication that warrants your review. CSP SherWeb's "Partner's Guide to UCaaS" can be found at <http://bit.ly/rcpucaas>. Return here after you read it.

Bottom line. The UCaaS opportunity is like an iceberg. You can only visibly see 10% of the features and functionality but it's the hidden 90% of a world class UCaaS solution that provides an in-demand customer communications platform. Consider this the next great thing where you can help customers unlock UC's full potential.





## Attracting Top Talent

Today, I want to further explore the modern office and mobility. To accomplish this task, I want to give a shout-out to Regus, the worldwide co-worker, office sharing company that I've fondly used for 15+ years with my global travel. In fact, around that time, I started tracking Regus as it was leading the way and setting the

mobile, co-worker movement, and I have worked in lounges in over 1,500 worldwide locations.

It got me thinking about UC and how it dovetails right into the modern office that the Regus paradigm has helped define. Regus has spoken towards the hiring top talent conversation from a thought-leadership position of essentially renting office space to work. But guess what? The same points apply to how you, the MSP, should consider when selling UCaaS to SMB customers.

**Mobile Workforce.** The Society for Human Resources Management (SHRM) study stated that the workforce will have 75% mobile workers by 2020 (just under 11-months away). Regus contributed to this thinking. "Our parent company IWG reveals that 53% of professionals work remotely, at least half of the week; Flexjobs takes a deeper look into the report: <http://ow.ly/3Znd30kRNvd>." All of this research on mobile worker bolsters the case for a rock-solid UC system.

**Talent War.** As companies compete for top talent in a tight labor market, the ability to attract rock stars necessitates the sprinkling of UC into the mix. As of this writing, the US jobless rate is below 4% representing a long-term historical floor and right at the point wherein economists start shouting "full employment." Your SMB customers are struggling to hire top talent. I contend a robust UC solution facilitates efficient workflow. Professionals just want to do their job and, since the audience we address concerns both MSPs and information workers, UC is a critical success factor.

**Lonely.** One-way Regus attracts customers to its co-worker spaces is they play on the loneliness of working alone at home. It's a compelling argument and can be extended to UC. The ten plus features of UC help mitigate the loneliness factor.

## MSP Play

The above missive could be viewed as a customer-facing conversation. True that. The MSP play is very simple. Check out the SherWeb partner program <https://www.sherweb.com/partners/> and explore how you can make money with UCaaS, delivering a UC solution to SMB customers capitalizing on the above talking points.



## CLOSE MID-FUNNEL PROSPECTS

Numerous reports show, and my own research, validates that today's buying experience dramatically differs from a few short years ago. Forbes reported in "How To Turn B2B Buyers Into Sales Leads" in December 2017 that buyers are "...70% of the way through the decision-making process, conducting digital research" before they ENGAGE with the seller! So that means sellers have to be able to consistently and quickly respond to mid-funnel buyer reach out.

**Another fun fact: Only 29% of people want to talk to a salesperson to learn more about a product, while 62% will consult a search engine. (HubSpot, 2016) (Source: <https://www.hubspot.com/marketing-statistics>)**

And that's where the customer's benefit from a rock star (and rock solid) Unified Communications (UC) platform to catch the customer's inbound inquiries. A communication failure means a failed sale. A world class UC system should have the following assets as seen in Figure 1.

### CLOUD PBX FEATURES LIST

Pre-configured PBX & IP Phones	Call Recording - Automatic	Call Forking / Simultaneous Ringing
Unlimited Incoming Simultaneous Calls	Call Recording - On demand	Call Return / Redial.
Unlimited Outgoing Simultaneous Calls	Call Transfer - External	Multi Device
Call Routing by Phone Number	Call Transfer - Internal	WebRTC
Auto-Attendant / IVR	Call Transfer - Voicemail	Call Forward - Manual
Web Fax	Voicemail	Call Forward - Automatic
IP Phone Auto-Provisioning	Call Forward - Phone Number	Softphone Auto-Provisioning
Voicemail Retrieve Options	Anonymous Call Rejection	Email Notification and Fax Management
Voicemail Forward	Call Waiting	Group Pickup
Message Waiting Indicator	Intercom / Paging	Hunt Groups
Call Hold / Resume	Audio Conference Bridge	Call Park / Call Pickup
Caller ID	Music on Hold	Caller ID Delivery Blocking / CLI Hide
Phone Book	Follow-Me	Do Not Disturb
Busy Lamp Field	Call Blocking / Selective Call Rejection / Call Screening	HD Voice

**Figure 1:** SherWeb Cloud PBX is the basis for its MSP UCaaS program and offers the above features.

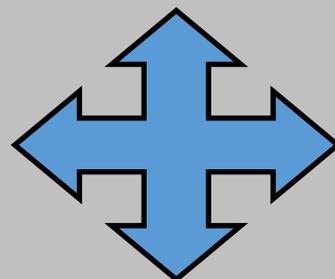


For MSPs Only: UCaaS is the pathway to expanding the “as a Service” paradigm to UC. There is a hidden jewel for MSPs to delivery UC as a monthly recurring revenue (MRR) opportunity: Unified Communications as a Service. The benefits of a contract-based, monthly recurring revenue business model is well understood by MSPs and I won’t repeat that here. Rather I want to present customer evidence. I recently was working with a large cruise ship travel consortium that has a call center. I was asked to be a secret shopper. As instructed, I called in after hours, left a voicemail asking about a specific Caribbean cruise packages for a date range. And never heard back from a sale representative. Sadly, this exercise confirmed the its UC system was broken. I’ve since made recommendations but more importantly, this story telling confirms the broader MSP UCaaS opportunity.

Such opportunities exist for you, the MSP, seeing to help real world customers solve business problems with UC. Ahoy!

**DISCOVER MORE HERE:** <https://www.sherweb.com/resell-ucaas/>

## NOTES:



*About the Author: Harry Brelsford, CEO and founder of SMB Nation, is a long-time analyst in the small and medium business sector with a focus on MSPs, channel partners and IT consultants. The author of 21-books and several hundred articles, Harry is widely respected in the community and often speaks at industry conferences.*

