

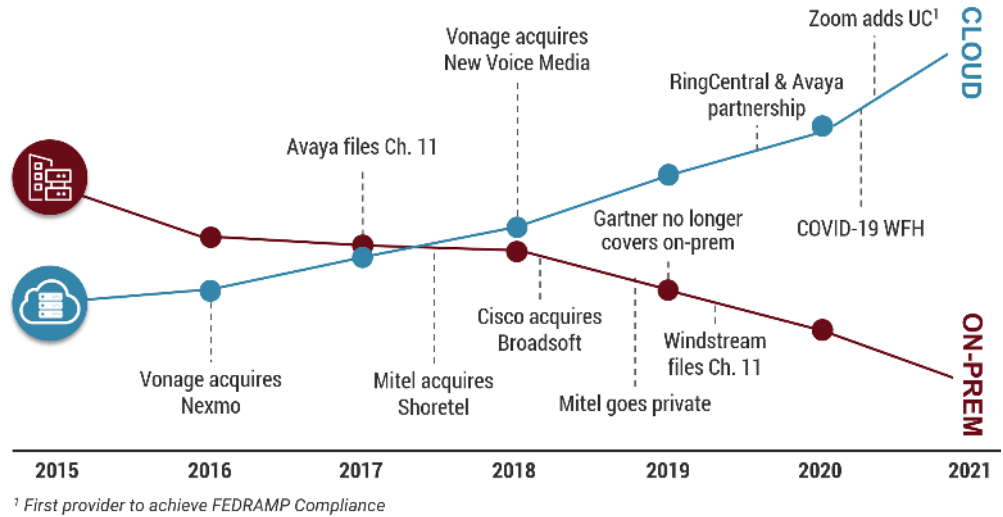
Unified Communications

Market Insights & Decision Guide



ARG
IT Clarity®

Unified Communications solutions adoption rates have accelerated since collaboration requirements skyrocketed in March. There is a near constant state of disruption in the UC market, but it is clear that the future will be in cloud-based solutions.



Where to go for Information?



The Analyst Community

There are conflicting viewpoints creating noise in the market. Research firms such as Forrester, IDC, and Gartner are a data point but come with some bias. Consider the Gartner Magic Quadrant (GMQ).

Given our expertise and experience deploying solutions, we were surprised by some of the providers represented. The delta between the upper right and the lower left is extraordinary, and not all of these providers are in the same class.

Only the top right are truly relevant and Cisco's relevance is due to their BroadSoft acquisition.

Another challenge with the GMQ is that it discounts the innovation that providers have built on top of the BroadSoft PBX software:

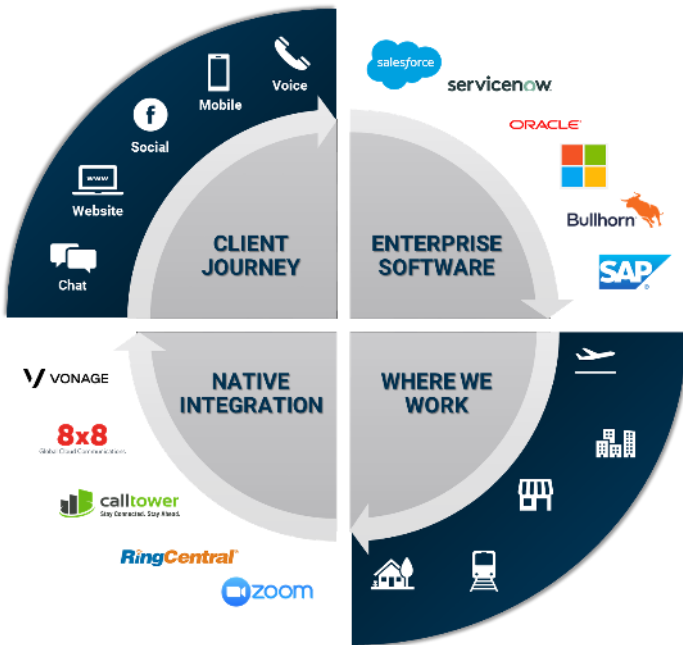
- APIs to business applications
- Process and support
- Contact Centers
- Integration with Microsoft Teams

Exclusion Criteria

The latest criteria requires them to be a UCaaS platform vendor that has **developed its own proprietary UCaaS application stack**. The UCaaS provider must **design, build, upgrade, support, and operate the UCaaS platform** (typically in its data center or in a partner data center). They must have at least 200,000 users with calling capabilities and 3+ clients with over 1,000 calling users.

The UCaaS solution must be commercially offered with at least 15,000 calling users and contracted customers in two (or more) of the following regions: North America, EMEA, Asia/Pacific and Latin America (which includes Mexico).

This criteria discounts a number of providers with robust solutions for North America and those built on the BroadSoft platform with turnkey integrations that optimize enterprise software investments.



A Business-Driven Approach

Start with Software

On premises phone systems are no longer a valid solution. As clients move to cloud based solutions, their approach revolves around optimizing enterprise software investments. Choosing a partner with the right native integrations is pivotal to maximizing efficiencies and realizing business benefits.

Additional Approach Considerations

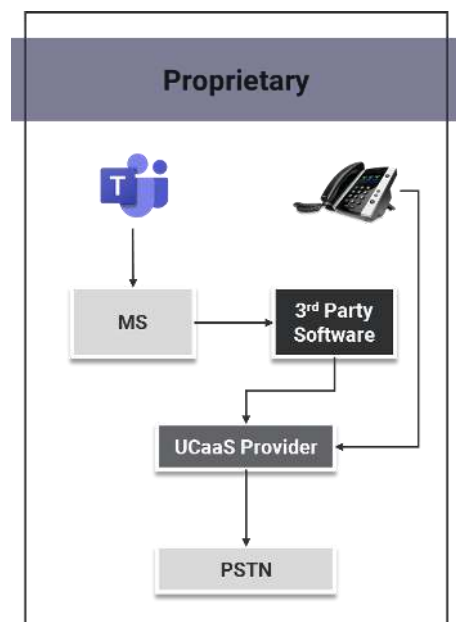
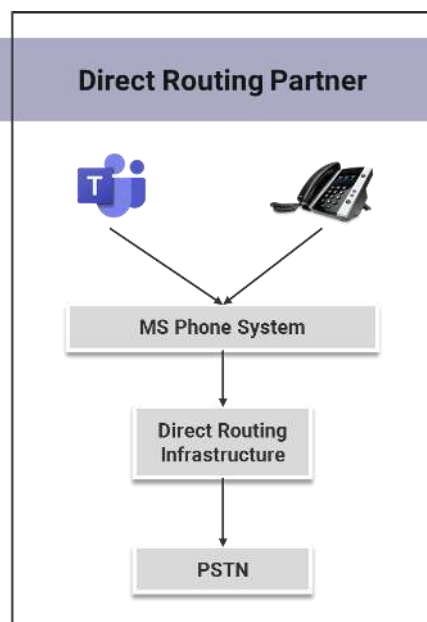
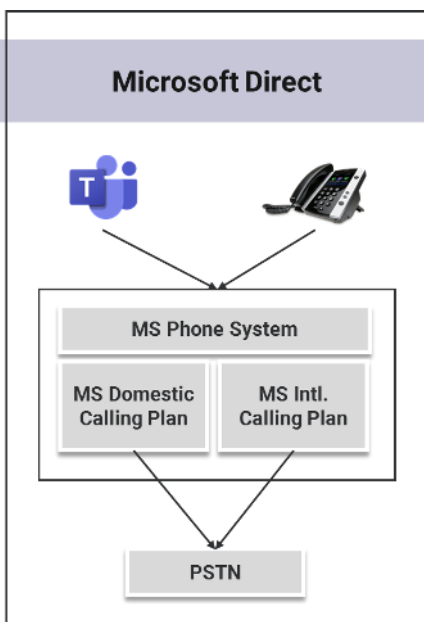
Delivering improvements to user experience, customer experience and collaboration is also driving technology decisions. UCaaS provides a great opportunity to create seamless customer journeys and facilitate better coworker communication. There are massive efficiencies to be gained by aligning the platform with line of business applications for ERP, CRM, helpdesk, and digital workflow management and bringing them together with native integrations.

According to an MIT study, over 80% of businesses say “AI is part of their strategic initiatives”². UCaaS and Contact Center as a Service (CCaaS) bring machine learning, agent assistance, natural

language processing, virtual agents and tools like sentiment reporting. These deliver the ability to build customer profiles, streamline customer experience, automate business processes, increase agent efficiency, and expand access to digital channels. All of this results in faster and more informed decision making and a better customer experience.

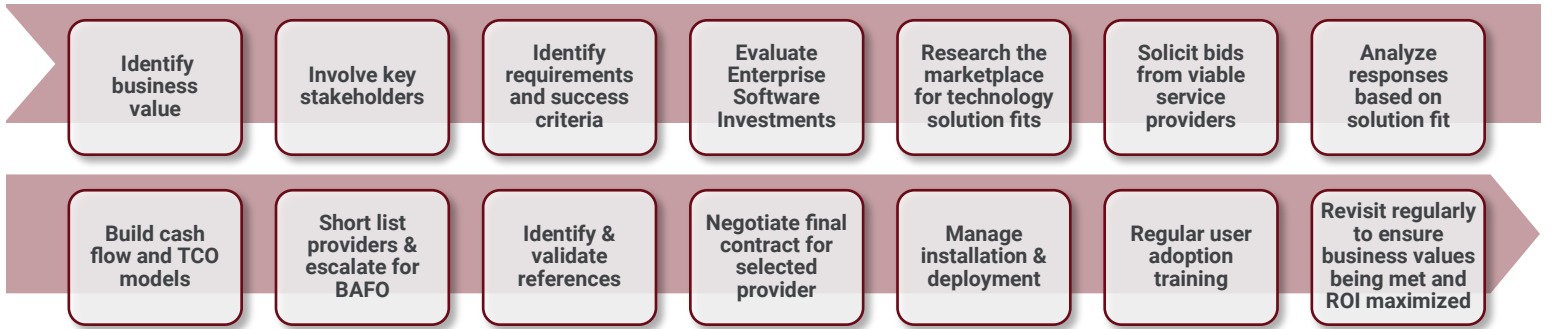
There is more disruption in the space than ever. In addition to being a hotbed market for mergers, acquisitions, and private equity deals, recent events have created more change. Zoom had been steadily gaining market share with their freemium product and ease of use. Similarly, Microsoft gave Teams away with their software licenses. These two companies’ pre-pandemic positioning combined with timely marketing efforts drove their use cases to the masses in the wake of COVID-19.

Regardless of market share, this is not a two horse race. Depending on the business requirements, there is significant nuance to making the right choice. Even within Microsoft there are multiple ways to get there.



² <http://sloanreview.mit.edu/projects/reshaping-business-with-artificial-intelligence/>

ARG's Thoughtful Decision Process

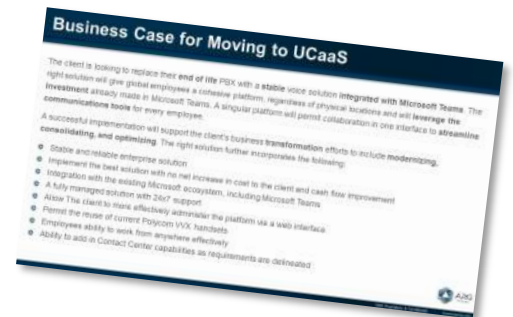


"ARG has provided us with only the best and most knowledgeable support over the more than 10 years we have worked with them. The teams they deploy to shepherd any project, no matter the size, has ensured a seamless experience and a steady focus on the process, every time. Also, ARG has consistently delivered its top talent to help inform our service procurement decisions. We are grateful for this partnership!"

Meeting with the Board

To support the right solution for an organization, ARG helps clients prepare the presentation for their board. This presentation justifies the solution by thoroughly documenting the selection process. We prepare you to field questions from the board room, your leadership and your peers. You will be prepared to inform them with the detail they need to approve your recommendation:

- Why are we making a technology change? What are we looking to achieve and why?
- Were we inclusive? Who was involved in the decision?
- What process did we follow?
- What are our requirements & measurement for success? What business value will we achieve?
- What approaches did we consider? Roughly how much does each approach cost?
- Did we look at everyone? How did the suppliers stack up?
- Are we getting the best deal? Cash Flow? Net Savings?



There is no charge to engage ARG to evaluate the market on your behalf. Contact us at info@myarg.com to schedule a consultation.