

# Unified Communications is a huge selling opportunity

And BT Wholesale has a great hosted portfolio to help you deliver the power of the cloud.

This infographic shows you more...

More businesses are now deploying cloud-based communications. They're drawn to cost savings, agility and scalability.

**Unified Communications as a Service is a**

**£18 billion opportunity**

BY **2018\***

In the UK the biggest growth over the next few years will be in UC, which promises to deliver significant benefits for end users.\*

\*Source: Broadsoft  
\*Source: Cloud Industry Forum, Cloud and the Digital Imperative, Feb 2016

## Wholesale Hosted Centrex

**Your brand. Your identity.**  
A complete and flexible white label, unified communications solution.

## So why risk losing your customers?

The cloud is no longer a choice. It's the future. Don't get left behind. Invest in the right solution.

The UK market seat base is now over **2 MILLION** with a **30%+** annual growth rate. **3 MILLION** seats to grab between now and 2020  
\*Cavell 2016

**Skype for Business**

**comes included when you buy UC Office**

— an instant messaging app making business communication easier and more flexible for employees.



**Pay-As-You-Go** and **Pay Monthly** options available

We're constantly investing in our roadmap so expect new features in **call recording** and **call analytics**.

**Benefits:**

easy management via a single online system run on our highly resilient and secure next-generation network; you can offer a complete UC package or select components to create a unique proposition and could make up to 50% margins.



## SIP Trunking

Make a phased migration to unified communications

Up to **50% Cheaper** than a comparable TDM/ISDN 30 solution

Traditional voice services margins are likely to decline by **30% over the next 2 years\***  
\*IDC

There is over a **2 million** ISDN channel replacement market and **BY 2020** there will be over **3.5 million SIP trunks** — get in the game now!

Unrivalled call handling capacity

**5,000 channels** and **50 calls per second**

ISDN will be **closing by 2025**

Make the movement to SIP and avoid a mad scramble

**Benefits:**

opens up new revenue streams; competitive wholesale call rates and licences are available; run on our highly resilient next-generation network; it's fully self-service and can set up for customers quickly and easily.

## Hosted Contact Centre

For every **£1** of HCC software sold... you could sell a further **£2-7** of related products

Three-quarters of UK organisations will use cloud based contact centres in the future.

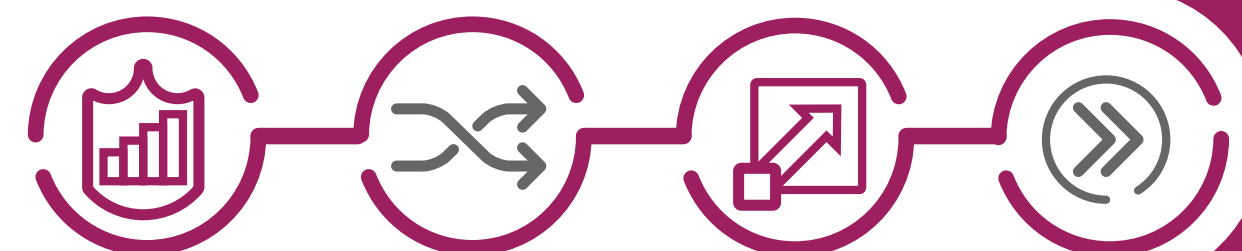
Typical lifecycle of **3-5 YEARS**  
Keep your customer retention and profits high

**Not sure if HCC is for you?** With many businesses only using basic telephony platforms, there is an opportunity for you to upsell services whilst adding value to their business.

**Benefits:** no major upfront investment; **pay-as-you-grow** flexibility; no minimum commitment; fast deployment; good margin potential.

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## Avaya Cloud Solutions

Ideal if you're looking for a hosted contact centre solution on the larger end of the scale

The largest **10%** of contact centres

account for **over 50%** of all agent positions

Over **70%** of enterprise UC customers have contact centre requirements

**Integrated**

**AVAYA contact centre** and **Unified Communications**

service can double your sales opportunity

**2x**

**Benefits:**

Pay-as-you-grow flexibility; growth opportunities with less risks; quick setup with our new partner portal; bespoke communication applications; high levels of security and reliability.