

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.

Wholesale 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

46% of UK-based organisations use cloud-based contact centres today. This is expected to increase to 68% over the next few years*

46% → **68%**
*Research from the Cloud Industry Forum

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*
*Gartner 2013

72%

of enterprise UC customers have contact centre requirements**
**Contactabel 2014

Integrated

AVAYA contact centre ↔ **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.