



The MSPs Essential
Guide to Offering
Cloud Communications



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As a Managed Service Provider or IT Consultant, there is a revenue stream opportunity right in front of you – cloud communication services. Even better, it fits well with your current business model. At PRO OnCall, it's our mission to help you succeed at selling cloud communications. Therefore, we've built this checklist to help you to create a roadmap and rationale for adding cloud communications to your current offering.

THE CONSIDERATIONS

Adding a new business line can be a significant undertaking. For many MSPs, there is logic to adding cloud communications, but that realization is often followed by trepidation about how to add the service. In order to help you have very clear expectations of what will be needed, we've created this checklist of key questions to ask:

- 1. Are you looking to expand your business offerings?** If so, it's imperative that you seek a Unified Communications platform. The ability to offer voice to your business customers as part of a unified solution can enable you to quickly secure additional revenue.
- 2. Are your customers asking for Unified Communications?** Even if they are just starting to inquire, it's a clear sign that you need to be positioned to offer it.
- 3. Is your competition offering Unified Communications?** It's important to understand your business environment. If the competition is offering UC, you're falling behind. If they aren't, there is an opportunity to move ahead quickly.
- 4. How will offering Unified Communications position you in the marketplace?** Consider the reality of your current competitive market and where you sit in it.
- 5. Does the provider have a proven track record of success?** It's important to align yourself with a partner that has demonstrated a pattern of helping its partners succeed, and that has technology robust enough to work in various technology environments.
- 6. How good is the training offered?** Proper training enables you to hit the ground running. Make certain that you align your company with a trusted provider focused on your success.

THE REQUIREMENTS

Before transitioning your business to one that offers cloud communications, it's important to understand that you may need to make some adjustments to the way you currently operate. Here is a checklist of requirements for your business to make the transition:

- 1. The right sales staff.** Selling voice communications typically requires telecommunications knowledge and experience. Our team will work with you to get your clients the best solution possible.
- 2. Technical understanding.** Your team needs a brief understanding of technical aspects of cloud communications and how it fits into your current offering. A good partner program can help with this.
- 3. Commitment of resources.** While entering into the cloud communications field does not have to be overly complex, it does require commitment and that's where PRO Voice comes in.
- 4. An experienced partner.** You need to align your business with a technology platform that offers front and back office systems that help you to easily sell, deliver, manage and invoice for cloud communications.



THE BENEFITS FOR YOUR BUSINESS

There are numerous reasons for MSPs to add cloud communications to their offering. You have very likely thought of several of these reasons. This checklist brings them together in order to organize your decision making process:

- 1. Diversification.** Creating an additional revenue stream broadens your offerings and mitigates the risk of selling just one thing.
- 2. Future-proofing.** By most accounts, the business is headed towards Unified Communications – the unification of voice, data and application sharing in order to maximize collaboration and organizational efficiency.
- 3. Deeper share of wallet.** Your customers need voice communications; if you provide it, you have a deeper relationship with them, both financially and philosophically
- 4. Offer what your customers are asking for.** Forward-thinking businesses are searching for efficiency and streamlining.
- 5. Ease of getting into the business.** Most MSPs already have the infrastructure in place to succeed; for instance, their sales teams are already compensated based upon a recurring revenue model, so adding an additional service does not require a major reworking of comp plans.
- 6. Recurring revenue.** Embracing a recurring revenue model provides cost certainty for your customers and helps to eliminate the ups and downs of your own cash flow.
- 7. Your foot is already in the door.** You already have a customer base that trusts you. Approach them with these new product offerings.
- 8. You're built to succeed.** The typical MSP business model is already built to provide cloud-based unified communications as part of a monthly retainer.

THE BENEFITS FOR YOUR CUSTOMERS

Adoption rates for cloud communications are rising quickly, as small and medium-sized businesses embrace the possibilities it brings to their communications. As an aid to your sales efforts, this checklist points out the benefits for small and medium-sized businesses:

- 1. No capital expenditure.** There's no big equipment purchase to make. Instead, they're paying an affordable monthly fee.
- 2. Lower TCO.** Your customers will no longer have to maintain and manage both phone and data lines, thereby saving money every month.
- 3. Minimal IT Support.** Hosted cloud communications requires very little IT supported training to manage.
- 4. Business Continuity.** The infrastructure is hosted elsewhere, in redundant locations, making your customers largely disaster-proof.
- 3. Scalability.** Whether your customers grow quickly or have to downsize, their phone system will scale quickly for them.
- 4. Future-proofing.** With a cloud communications solutions, upgrades are automatic and new features are included as they come online
- 5. Unified Communications and Mobility.** The ability to tie together currently disparate systems such as CRM, phones and data. As your customers' employees become less tethered to the office and more likely to be working remotely, equipping them with seamless information delivering can be a significant business advantage.



Success Starts Here

2 WAYS TO PARTNER WITH PRO VOICE

PARTNER PROGRAM

Don't worry about being a salesman. We'll work with you to bring our services to your clients while you earn recurring monthly revenue in the process.

BUSINESS TO BUSINESS REFERRALS

This is the simplest way to partner with PRO OnCall. Just help connect us with your clients – you'll earn revenue just for the introduction.

Andrew Barker
Director of Channel Sales
andrew.barker@prooncall.com
614-526-6502