

Starting at  
10:00am



# Cap and Grow Strategy for UC Service Providers

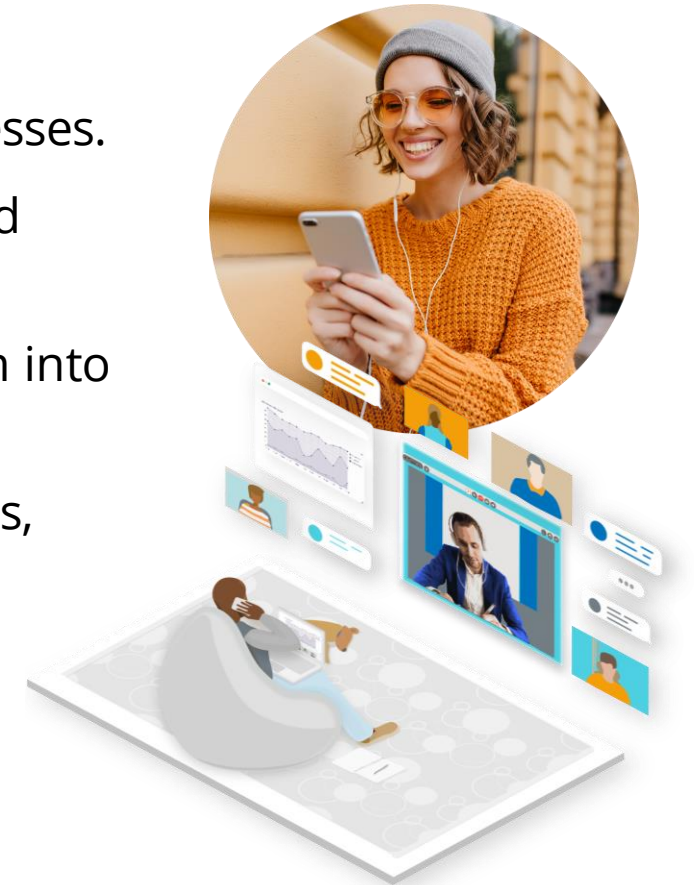
Expanding Opportunities through Multi-Platform Offerings



**Nigel Broomhall**  
Director of Service Delivery and Product (EMEA)

# Introduction

- Unified communications platforms are essential for modern businesses.
- Managed service providers (MSPs) can leverage this trend to expand their services.
- "*Cap and grow*" technique involves integrating a second UC platform into existing services.
- This strategy allows MSPs to enhance capabilities, attract new clients, and generate additional income streams.



# Agenda

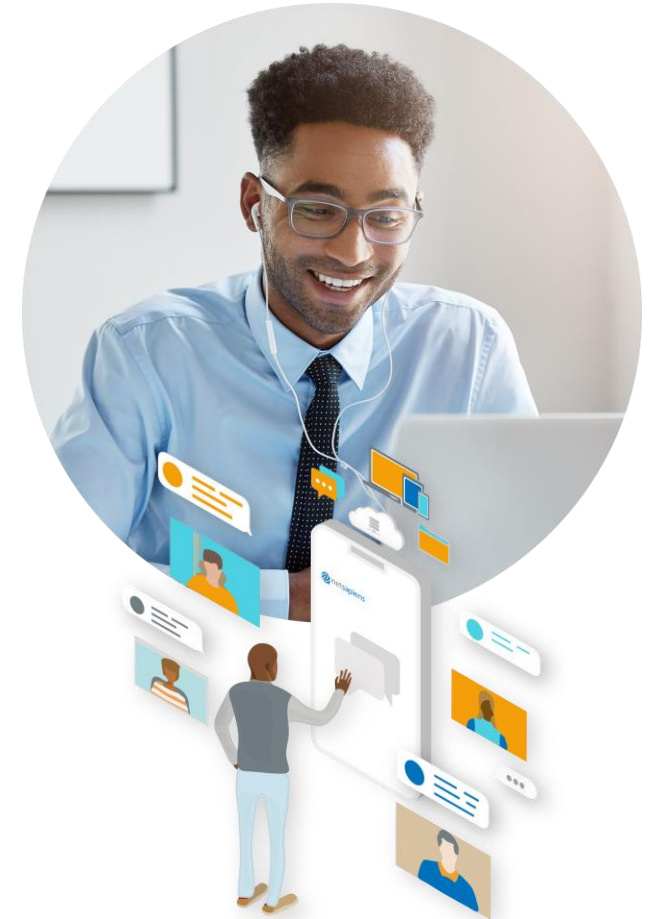
In this webinar, we will cover:

1. Understanding *Cap and Grow* as a Strategy
2. The business drivers for a cap and grow strategy
3. How to select a complementary UC platform
4. Transitioning customers between platforms
5. Realizing operational efficiencies
6. Maintaining consistent service delivery
7. NetSapiens as a strategic partner
8. Conclusion



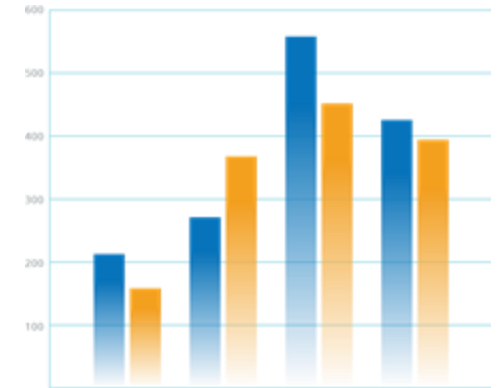
# Understanding *Cap and Grow*

- **Balanced Growth Approach:** MSPs achieve business expansion while prioritizing existing client satisfaction.
- **Capping Current UC Platform:** Focus on delivering high-quality services to established clients, ensuring consistent service excellence.
- **Adopting New UC Platform:** Facilitates expansion of services, staying current with technology trends and customer expectations.
- **Diversified Service Portfolio:** MSPs can cater to a wider range of industries and business sizes, tapping into new markets.
- **Enhanced Agility:** Adapt to evolving business landscapes, positioning MSPs as forward-thinking partners.
- **Meeting Modern Business Needs:** Remain flexible and responsive, meeting the dynamic requirements of contemporary businesses.



# Cap and Grow Business Drivers

- **Disintermediation challenge** - Larger UCaaS platforms bypass MSPs.
- **Value-added services** - MSPs offer expertise and support.
- **Cap and grow strategy advantages** for MSPs.
- **Market expansion** - Introducing second UC platform widens reach.
- **Diverse solutions** - Multiple platforms cater to customer preferences.
- **Risk reduction** - Second platform decreases vendor dependency for MSPs.



# Selecting a Complementary Platform

## Evaluating a Second UC Platform:

- Ensure alignment with current offerings and strategic goals.
- Cloud, on-premises, or hybrid? Identify advantages over current system.
- Does it expand customer reach? SMBs, mid-market, enterprise?

## Feature and Function Evaluation:

- Check for new or enhanced features such as presence, video, chat, call centre, REST API, call recording, etc.
- Assess impact and importance of feature set.
- Evaluation platform.



# Selecting a Complementary Platform Cont..

## Licensing Analysis:

- Compare licensing costs for optimal financial benefit.

## Technology Integration:

- Explore integrations for enhanced capabilities.

## Vendor Relationship:

- Understand vendor's partner support and strategy.
- Access to training, sales, and marketing resources.





# Transitioning Customers Between Platforms

## Smooth Customer Transition Strategy:

- Target customers due for upgrades or unhappy with current system for successful transitions.
- Highlight advantages of the new platform; offer incentives like transition discounts.

## Customer Relationship Management:

- Maintain regular contact; swiftly address any issues to ensure satisfaction.

## Structured Transition Planning:

- Communicate migration, training, and rollout schedules to minimize disruptions.
- Work closely with vendor's professional services for efficient transition.





# Realising Operational Efficiencies

## Optimising Multi-Platform Management:

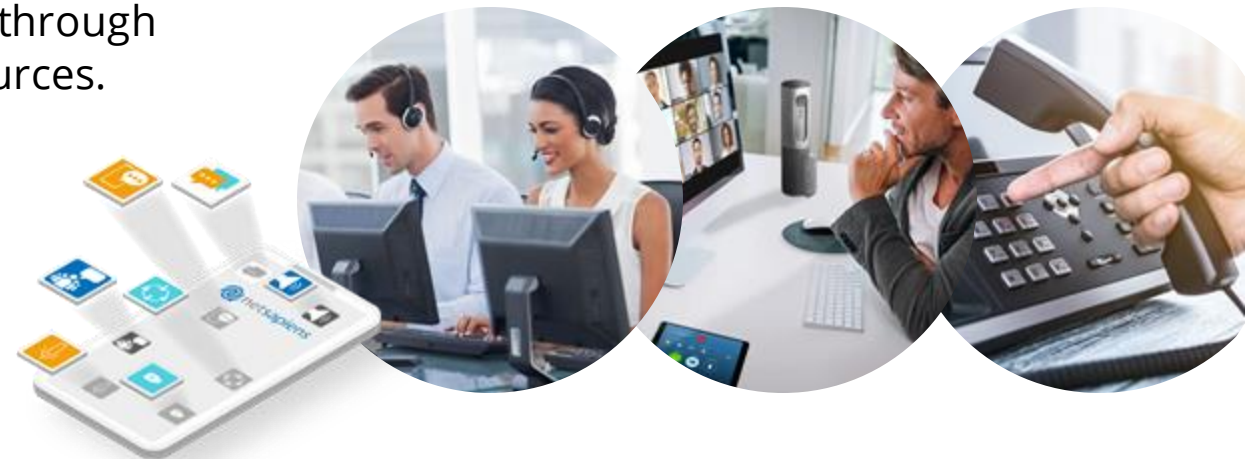
- Integrated dashboards and single-pane management tools provide comprehensive oversight, streamlining monitoring.
- Leverage open APIs for seamless automation, syncing policies, users, devices, and data.

## Resource Consolidation:

- Identify areas for resource consolidation, including admin portals, training, and support materials.
- Optimize operations and reduce overhead through streamlined resources.

## Technical Workforce Flexibility:

- Train technical staff across platforms, fostering versatility for smooth customer transitions.



# Maintaining Cohesive Service Delivery

## Consistent Service Delivery:

- Establish uniform SLAs across platforms to ensure consistent service levels.
- Create templates for seamless reporting to customers across platforms.

## Proactive Monitoring:

- Hold regular meetings to review metrics, resolving issues proactively.
- Develop cohesive security and compliance policies for all customers.

## Effective Sales Approach:

- Position platforms strategically, avoiding internal competition and confusion.



# NetSapiens Strategic Partner

## Robust feature set:

- NetSapiens offers comprehensive voice, video, chat, collaboration, and contact centre features, enabling MSPs to deliver complete UCaaS solutions.

## Scalability:

- NetSapiens grows with MSPs' needs, catering to businesses of all sizes, from residential, through to small enterprises and large corporations.

## User friendly:

- NetSapiens is easy to use and manage, with intuitive admin and user interfaces that cater to users of varying skill levels with ease.



# NetSapiens Strategic Partner

## Cost effective:

- NetSapiens is budget-friendly with competitive purchase options or monthly subscriptions with no hidden fees or lengthy contracts.

## Reliable support:

- NetSapiens provides 24/7 phone and email support, ensuring MSPs receive assistance promptly when required.

## Assured platform reliability:

- NetSapiens offers unwavering UCaaS reliability, assured uptime (99.999%), robust redundancy, and dependable performance, enhancing MSPs' customer trust and satisfaction.



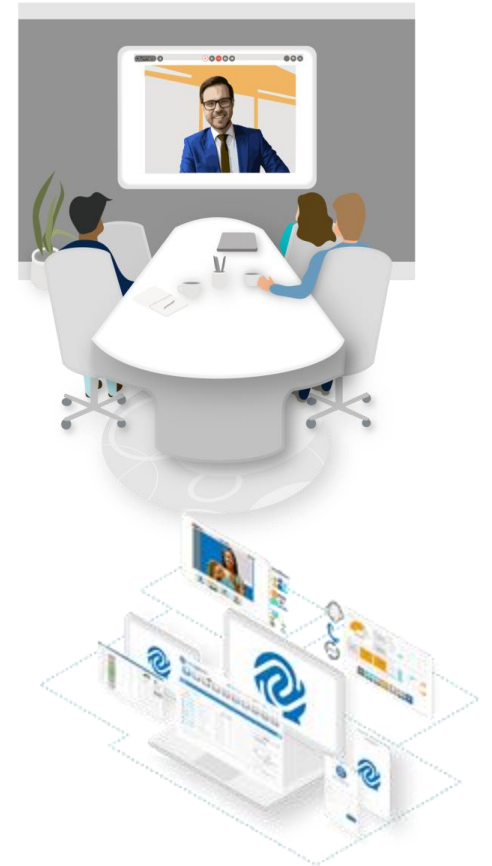
# Conclusion

## Cap and Grow Strategy Benefits:

- Market expansion empowers MSPs to broaden market presence and revenue streams.
- Strategic execution, careful platform selection, customer transitions, streamlined operations, and consistent service delivery.
- Sustained satisfaction achieves growth while ensuring customer contentment across solutions.

## Embracing Growth:

- Continuous success by adapting to evolving unified communications landscape for ongoing growth.



# Questions

Any questions?



Email us at [contactmea@crexendo.com](mailto:contactmea@crexendo.com)

Telephone +44 (0)330 175 6688



Thank You.



Email us at [contactemea@crexendo.com](mailto:contactemea@crexendo.com)

Telephone +44 (0)330 175 6688



**Nigel Broomhall**

Director of Service Delivery and Product (EMEA)