THE BRAINTRUST

November 2022

SFS Breakout Recordings Live!

Trusted Advisors can now view on-demand recordings of the keynote presentations, breakout sessions, and executive discussions we presented this year at Special Forces Summit! Access the **Learning Hub** in Pathfinder to dive back into SFS 2022 content to deepen your technological expertise!

Consumerization of CCaaS Podcast

Join AVANT's Alex Danyluk and RingCentral's Armando Martinez as they discuss how contact centers are popping up in 20-, 10-, and even 5-agent environments. Everything CCaaS and UCaaS is integrating into one big solution - a trend that is only gaining momentum!

New Matrix: DaaS

Desktop as a Service (DaaS) provides virtual desktops to end users, allowing them to use any device (laptop, tablet, phone, thin client). It differs from VDI (Virtual Desktop Infrastructure) in that the provider hosts and manages the desktop virtualization platform. Leverage the DaaS Matrix to find the best solution for each customer's needs!

Technology Updates

Cloud
TierPoint now offers Managed AWS – Azure was already supported – with three Managed Public Cloud bundles to meet a variety of customer needs. Read more **here**.

Mobility
vMOX helps businesses cut costs while overcoming the talent shortage and security challenges related to Mobile Device Management – an increasingly important solution with WFH here to stay. Read more **here**.

SASE / SD-WAN
Nitel's middle mile, which leverages their proprietary MPLS network, enables interconnection to the cloud and various service providers. Read more **here**.

Security
eSentire, a Managed Detection & Response (MDR) company, reduces complexity, correlates signals, and contains/remediates threats quickly (20 minutes to resolution on average). Read more **here**.

UCaaS / CCaaS
net2phone's UContact CCaaS solution features include embedded chat/video, native bots, WFM, and more - with an all-in-one supervisor/user license. Read more **here**.
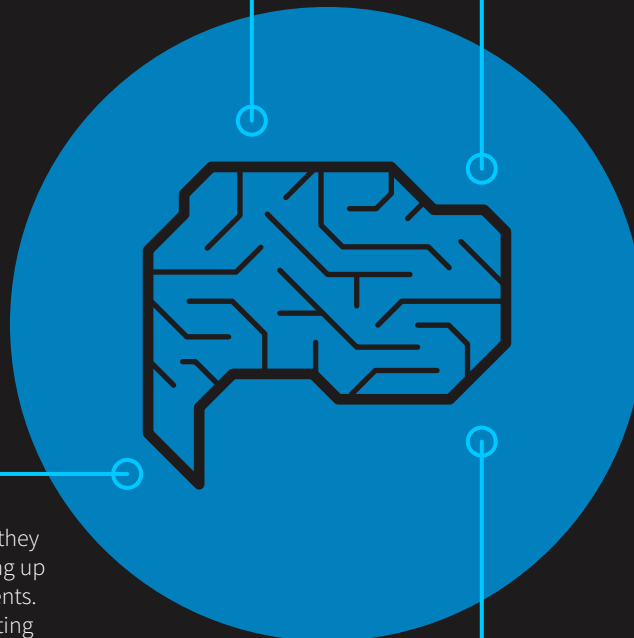
AVANT

Technology Spotlight: UCaaS
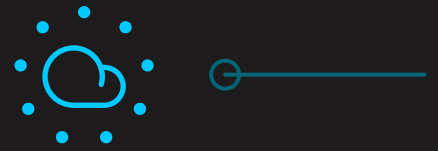
AVANT Engineers
Sarah Arnstein, Chris Brennan, Neil Farnsworth, John Paullin, Dave Watson, Brent Wilford

Overview & Features
UCaaS streamlines operations, giving IT staffs the ability to tackle once tedious tasks with the click of a button. Since UCaaS integrates with CRM and ERP applications, it helps sales teams act efficiently and with precision, whether engaging prospects or meeting current clients' needs. With the recent trend towards unification of platforms to include both UCaaS and CCaaS capabilities, solution providers continue to roll out innovative features that improve the experience of agents and end customers alike.

What's New?
Hybrid UC/CC players are bringing AI to the UC side of their products. Recording calls, understanding customer sentiment, and finding trends to overcome common objections are great additions to new cloud-based phone systems.

CPaaS-like services, such as mass SMS notifications for advertising or emergency services, are becoming more common add-ons.

As the industry continues consolidating, with major players layering on additional capablities, customers are increasingly able to find one solution provider that is able to deliver most, if not all, required features.

Trainings & Resources
AVANT Certification Course: **UCaaS**
AVANT Engineering Quick Hits: **UCaaS**
Featured AVANT Vendors: **UCaaS**

Dynamic Matrices
- **CPaaS Matrix**
- **Meeting Solutions Matrix**
- **Microsoft Teams Matrix**
- **UCaaS Matrix**
- **UCaaS Features Matrix**

IQAs
- **Microsoft Teams IQA**
- **UCaaS IQA**

UCaaS Podcast
- **Benefit of Cloud Based Communications**

Blog Post
- **How CCaaS Integrates with Voice**

AVANT

AVANT Win Wire • UCaaS

Chris Brennan

John Paullin

Customer	Sustainable Wood-Building Solutions
Industry	Forest Products
Size and Scope	30 locations; 1,800 users
Drivers & Requirements	Customer wanted to identify the right Microsoft partner to migrate PSTN calling capabilities to Microsoft Teams, as managing disparate systems across numerous sites had grown cumbersome.
Provider	CallTower
MRC	$20,000
Solution	Unlimited Calling Plans + Managed Services Wrapper
Competitors	AT&T, CBTS, Globalgig
Why did we win?	CallTower impressed the customer with their understanding of the Microsoft Teams telephony environment and track record implementing the desired solution. Further, CallTower had the international telephony capabilities to consolidate global calling with a single vendor.
AVANT's Role	After attending customer calls and defining requirements/timelines, AVANT SEs engaged AT&T, CallTower, CBTS, and Globalgig, briefing each on the opportunity. Chris and John reviewed the solution providers' pricing proposals with the customer and helped produce a vendor comparison matrix that informed the decision to move forward with CallTower.

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