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...

Wholesale Hosted Centrex

Your brand. Your identity.

unified communications solution.

A complete and flexible white label,

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

\*Source: Broadsoft

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

ource: Cloud Industry Forum, Cloud and the Digital Imperative, Feb 2016

#### 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.

seats to grab between now and 2020

Skype for Business

comes included when you buy UC Office

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



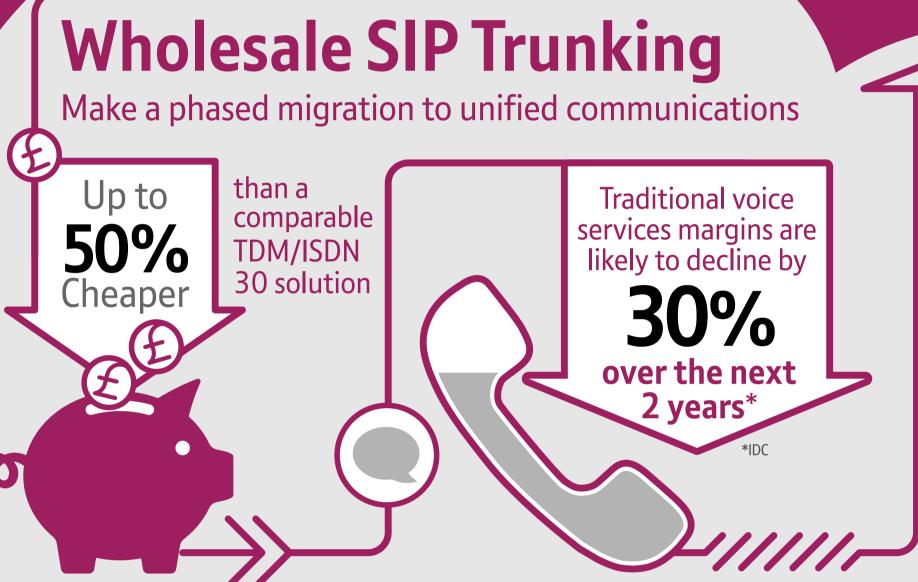
We're constantly investing in our roadmap so expect new features in call recording and call analytics.



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.





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









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\*

Ct centres

| S-5 |
| FEARS |
| Keep your customer retention and profits high
| Research from the Cloud Industry Forum

**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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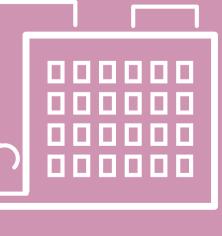


## **Avaya Cloud Solutions**

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

The largest

10%
of contact
centres





72%
of enterprise
UC customers
have contact centre
requirements\*\*

AVAYA Unified Communications

service can double your sales opportunity









**Benefits:** 

11111

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.

# BTwholesale

#### www.btwholesale.com/whc

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