



Cloud Comms Summit

Leonardo Royal Hotel St Paul's, London

9th March 2022

www.cavellgroup.com/ccs-london

cavell 
CLOUD COMMS SUMMIT

@CavellGroup #CCSLDN22

Gold Sponsors



2600Hz



webex
by CISCO

GoTo



netaxis
SOLUTIONS

HARNESS THE POWER OF

UCaaS + CPaaS + CCaaS

WITH

KAZOO

The Platform Built Hybrid from the Ground Up



In this new era of communications, out-of-the-box UCaaS solutions often fail to provide the full range of features your customers need, but these assets can be overly resource intensive to develop from scratch on a CPaaS platform. Enter KAZOO! With KAZOO's open APIs and suite of pre-built tools, you can bring a custom communications solution to market quickly and become your customers' one-stop provider.



300+ APIs to build your own integrations



Access to the building blocks of KAZOO



Suite of pre-built, ready-to-use apps



Complete control over your offering



Full white-labeling so you can focus on your brand

Want to try
KAZOO for free?

Get started today and enjoy 3 months of free hosting. Scan the QR code to secure this special offer.

Must be a new 2600Hz customer and must pay for minutes or BYOC. This offer is for Cloud Comms Summit London 2022 attendees and is only valid when a contract is signed by April 30, 2022.





WELCOME

Cavell would like to welcome you all to Cloud Comms Summit London 2022

It's great to see you again in person!

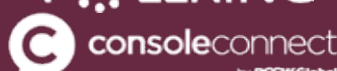
What you will find in this brochure:

- Schedule for the day
- Agenda Highlights
- Speakers
- Latest Cavell Research
- UC Summit Sessions
- Preparing for & Navigating Through a Sale Process
- Cavell's M&A Case Studies
- Our Industry in 2022
- A New Era for Customer Experience
- Networking 2022 – Impact for Service Providers
- Upcoming events
- Venue map
- Contact us

Gold Sponsors



Silver Sponsors



Entertainment and M&A Forum Sponsor

Cloud Comms Summit London 2022

09:30 AM-10:00 AM

Location: Wren Suite

State of the Market and Value Drivers of the Future

Speaker: Matthew Townend – Executive Director, Cavell Group

10:00 AM-10:35 AM

Location: Wren Suite

CEO Insight

Moderated by: Matthew Townend – Executive Director, Cavell Group

Panellists:

- Stijn Nijhuis – CEO, Enreach
- Daan De Wever – CEO, Destiny
- Klaus Von Rottkay – CEO, Nfon
- Andrew Taylor – CEO, Gamma

10:35 AM-10:50 AM

Location: Wren Suite

Service Provider relevance and success in a digital world

- Jeff Boslem – Head of SP & Partner Collaboration EMEAR, Cisco

10:50 AM-11:20 AM

Location: Lobby Area

Coffee / Networking Break

11:20 AM-11:35 AM

Location: Wren Suite

Industry Vision Session By GoTo

11:35 AM-12:10 PM

Location: Wren Suite

Welcome To The MeetingVerse – How Web 3.0 is coming to eat the boardroom

Speaker: James Poulter – CEO, Vixen Labs

12:10 PM-12:25 PM

Location: Wren Suite

The Future, Simplified

- Tref Davies – Managing Director, Netaxis

12:25 PM-01:00 PM

Location: Wren Suite

How are Service Providers going to Make Money in the Future?

Moderated by: Dominic Black – Director of Research, Cavell Group

Panellists:

- Yves Desmet – Vice President Service Providers, RingCentral
- Bertrand Pourcelot – Managing Director, Enreach
- Matt Bryars – EVP EMEA Channels, Dubber
- Marcel Kardol – Director Partner Collaboration Acceleration, Cisco

1:00 PM-1:15PM

Location: Wren Suite

Future Trends of Collaboration Intelligence with AI/ML

Speaker: Keith Griffin – Distinguished Engineer, CTO Office, Cisco

1:15 PM-2:15 PM

Location: Lobby Area

Lunch / Networking Break

2:15 PM-2:30 PM

Location: Wren Suite

Market Opportunities Explored

Speaker: Dominic Black – Director, Cavell Group

2:30 PM-2:45 PM

Location: Wren Suite

The Convergence of Cloud Comms

Speaker: Patrick Sullivan – CEO, 2600Hz

2:45 PM-3:15 PM

Location: Wren Suite

How Do You Make Your Cloud Comms Sticky?

Moderated by: Dominic Black – Director of Research, Cavell Group

Panellists:

- Haydn Faltyn – CEO, Broadsource
- Tony Martino – CEO, Tollring
- Joe Walsh – Director of Global Product Marketing, GoTo
- Johan Dalstrom – CPO, Destiny for Service Providers

3:15 PM-3:45 PM

Location: Wren Suite

Exploring Customer Engagement

Moderated by: Patrick Watson – Senior Research Analyst, Cavell Group

Panellists:

- Scott Goodwin – SVP International Markets & Managing Director, NetSapiens
- Thomas John – Vice President Partner Sales International, Five9
- Adrien Bordet – Head of Telecom Partnerships, Aircall

3:15 PM-3:45 PM

Location: M&A Forum (Breakout Room – Lutyens)

What are Investors Looking For?

Moderated by: Marcus Allchurch – Managing Partner, Acuity Advisors

Panellists:

- Aylesh Patel – Investment Director, LDC
- Jonathan Ma – Partner, Inflexion Private Equity
- Michael Quinn – Partner, Q Advisors

3:15 PM-4:15 PM

Location: Breakout Room – Donne

The DDoS Dilemma – How can the industry defend itself from these attacks?

Panellists:

- David Cargill – Senior Director of Product Management, Vonage
- Colin Duffy – CEO, Voipfone
- Octavia De Weerd – General Manager, NBIP

3:45 PM–4:15 PM

Location: M&A Forum (Breakout Room – Lutyens)
The Next Frontier for M&A in the Cloud Space

Panellists:

- Jordan Rugar – Managing Director, Q Advisors
- Damian Hansen – Co-Founder & Director, Mission Labs
- Bart Delgado – Managing Director, Akixi

3:45 PM–4:25 PM

Location: Wren Suite

Working with Microsoft Teams: What have you missed?

Moderated by: Patrick Watson –

Senior Research Analyst, Cavell Group

Panellists:

- Mark Herbert – President & Co-Founder, Qunifi
- Tom Arbuthnot – Solutions Director, PureIP
- Matt Brown – VP of Product – International, Bandwidth
- Mike Wilkinson – Principal Program Manager, Microsoft

4:15 PM–4:45 PM

Location: M&A Forum (Breakout Room – Lutyens)
Avoiding Red Flags in and Preparing for Due Diligence

Speakers:

- Matthew Townend – Executive Director, Cavell Group
- Kristian MacCarter – Managing Director, Q Advisors

4:25 PM–5:00 PM

Location: Wren Suite

End of ISDN and Product Migration Options

Moderated by: Catie de Marcillac –

Research Analyst, Cavell Group

Panellists:

- Sara Sheikh – Senior Product Manager, Gamma
- Rebecca Tate – Head of Data, TalkTalk Wholesale Services
- Paul Taylor – CSO, Voiceflex

4:45 PM–5:30 PM

Location: Lobby Area

Networking / Drinks Reception

7:00 PM–7:45 PM

Location: Lobby Area

Pre-Dinner Reception

7:45 PM–10:30 PM

Location: Wren Suite

Gala Dinner featuring Guest Speaker:

Sir Ranulph Fiennes, Guinness Book of Records named him ‘The World’s Great Living Explorer’.

AGENDA HIGHLIGHTS

CEO INSIGHT

This panel discussion will feature the CEOs of some of the key European service providers in the cloud communications space. The speakers will provide a comprehensive view on their experiences with developing a pan-European strategy, as well as their view on industry trends, the state of the market and the future of cloud comms. They will also be sharing their thoughts on differentiation, changing customer requirements, new capabilities and revenue opportunities.

CAVELL’S MARKET INSIGHTS

In the event’s opening keynote, Cavell’s Executive Director Matt Townend will pull on our latest enterprise insight to identify the challenges and impact that this has on service provider practice. With business requirements changing and having a fundamental impact on the shape of the market, Matt will explore the key trends within the telecoms buyers community, how these affect the industry, and what service providers need to reflect on as they move forward.

Later on, Cavell’s Director of Research Dom Black will address the key findings from our latest cloud communications research, providing the audience with the industry’s perspective on recent market developments. What are the latest numbers depicting the current state of the market? What does the data tell us about where the industry is heading next? What are the industry’s movers and shakers up to? This session will focus on facts and provide a comprehensive market overview.

M&A FORUM

M&A and investment activity is constantly underway in the cloud communications and cloud networking industries as service providers and vendors both look to scale and make capability acquisitions. This forum sets out to address many of the questions service providers and vendors alike have about what preparing for M&A entails and how they can be best prepared.

The sessions will cover everything from valuation criteria and how to build value in your cloud business, to key considerations when preparing for due diligence. There will also be an opportunity to explore some of the growing areas and key technologies that increasingly attract investment today.

Working with Microsoft Teams – what have you missed?

Teams voice enablement – using Direct Routing or Operator Connect – is a rapidly growing opportunity for service providers. But what do you need to ensure your solution stands out from the crowd? We hear from experts who know what’s required to provide a market-leading Teams voice solution.

As well as technical and logistical considerations, service providers should also be examining professional and managed services as other opportunities for revenue growth. Planning, deployment, and adoption training and optimisation will all represent key investment areas for end customers and service providers could be accessing some of that market with the right service solutions in place.

The DDoS dilemma – How can the industry defend itself from these attacks?

The DDoS attacks of recent months have kept many a telecoms executives awake at night, ensuring that their own businesses can be suitably prepared to deal with such an event. This session will run in partnership with Comms Council UK and the CCA, and will aim to give further insights into the attacks that took place during the autumn of 2021, while also discussing the mitigation strategies that need to be considered.

SPEAKERS

Who will be at Cloud Comms Summit 2022?



Adrien Bordet
Aircall



Andrew Taylor
Gamma



Aylesh Patel - LDC



Bart Delgado - Akixi



Bertrand Pourcelot
- Enreach



Catie de Marcillac
Cavell Group



Clark Peterson
CCA



Colin Duffy
Voipfone



Daan De Wever
Destiny



Damian Hansen
Mission Labs



David Cargill
Vonage



Dominic Black
Cavell Group



Finbarr Goode Begley
Cavell Group



Haydn Faltny
BroadSource



James Poulter



Joe Marion
CCA



Joe Walsh
GoTo



Johan Dalstrom
Destiny



Jonathan Ma
Inflexion



Jordan Rupar
Q Advisors



Klaus von Rottkay
NFON



Kristian MacCarter
Q Advisors



Marcus Allchurch
Acuity Advisors



Marcel Kardol
Cisco

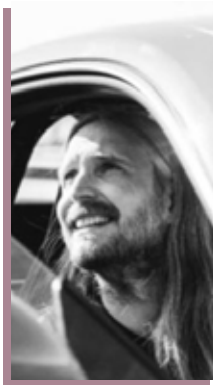
SPEAKERS



Mark Herbert
Qunifi



Matt Brown
Bandwidth



Matt Bryars
Dubber



Matthew Townend
Cavell Group



Michael Quinn
Q Advisors



Mike Wilkinson
Microsoft



Octavia de Weerd
NBIP



Patrick McCue
Goto



Patrick Sullivan
2600Hz



Patrick Watson
Cavell Group



Paul Taylor
Voiceflex



Rebecca Tate
TalkTalk



Sara Sheikh
Gamma



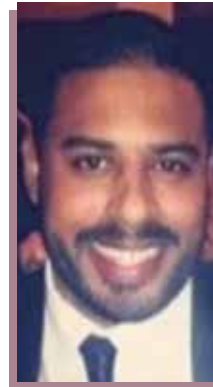
Scott Goodwin
Netsapiens



Sir Ranulph Fiennes



Stijn Nijhuis
Enreach



Thomas John
Five9



Tom Arbutnot
Pure IP



Tony Martino
Tollring



Trefor Davies
Netaxis



Yves Desmet
RingCentral

Released bi-annually
March and September

cavell[▼]



**NEW
CLOUD
COMMS
MARKET
REPORTS
OUT NOW**



Contact Dominic Black to sign-up to research packages.
Call: +44 (0) 1206 911393
Email: dominic.black@cavellgroup.com

**Enquire
today!**

Hi, we're **GoTo**

We're the original
flexible-work
technology company.

We keep businesses connected and supported with:

GoTo Resolve

All-in-one communications software built for businesses with a flexible approach to work.



Phone & Messaging

Welcome to the enterprise-grade phone system with 100+ features.



Video Meetings

Meet and collaborate with up to 250 people at once.



Webinars + Virtual Events

Automate webinar and virtual event management with a scalable and flexible platform.



Town Halls + Training

Drive engagement with registration management, in-session tools and on-demand features.



Contact Center

Improve customer satisfaction and boost sales with a feature-rich contact center solution.

GoTo Connect

Refreshingly simple IT support software.
For the ways teams work today.



Remote Access + Support

Seamlessly solve any tech issue on any device, any network, anywhere.



Conversational Ticketing

Create and manage support tickets right from workplace messaging apps.



Zero Trust Security

Add an additional, innovative layer of security with first-of-its-kind, identity-based access controls.



Background Device Management

Pull diagnostics, access command prompts and manage files from deployed hosts without a remote session.

Your GoTo. Making IT easy, anywhere.

goto.com

UC Summit 2022



Watch key UC Summit sessions featuring Cavell Group's senior analysts, on-demand

Optimising your Network for UCaaS – Finbarr Goode Begley:

Summary: In this session, we ask a fundamental question: what do networks look like in a hybrid world and how can businesses leverage those networks to get the most out of their UCaaS investments.



DEPLOY UC

OPTIMISING YOUR NETWORK FOR UCAAS

Hosted by
FINBARR GOODE BEGLEY
Senior Research Analyst
cavell[▽]

Featuring
GREG ZWEIG
ribbon
MATTIAS OHDE
Telepo

FUTURE UC

WORKING MAGIC WITH LOW CODE & NO CODE

Hosted by
ROB SCOTT
Publisher
UC TODAY

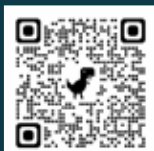
Featuring
DOM BLACK
Director - Research
cavell[▽]

Working Magic with Low Code & No Code – Dominic Black:

Summary: In this session, UC Today publisher Rob Scott, talks with Dominic Black, head of research services at Cavell Group about the growing interest in communications APIs and the range of options available from vendors today.

Discussion points include:

- Why is integrating UC platforms with business-critical apps and workflows is more popular than ever?
- As we enter 2022, what vendor options are on the table for enterprises looking to take their UC to the next level? (e.g. CPaaS APIs and SDKs, ready to go apps, how are vendors differentiating their offerings?)
- What kind of solutions are being adopted or built the most?



FUTURE UC

MICROSOFT TEAMS 2.0 - BEYOND COLLABORATION

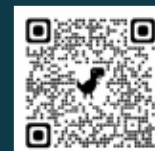
Hosted by
PATRICK WATSON
Senior Analyst
cavell[▽]

Featuring
MARK BUNNELL
nuwave[®]
TOM ARBUTHNOT
Microsoft Certified Master

Microsoft Teams 2.0 – Beyond Collaboration – Patrick Watson:

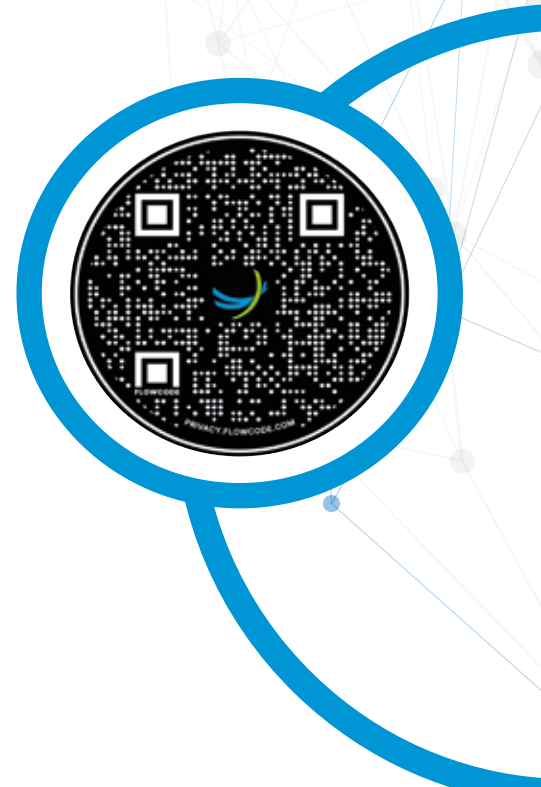
Summary: Are businesses ready to move beyond collaboration in 2022? If so, what does that look like exactly? In this session, Patrick Watson talks to our Microsoft experts about how Teams is addressing the needs of businesses today and tomorrow.

Our panellists will unpack some of the newer areas Teams is developing into like CX and employee engagement. If you are looking to get more out of your Teams deployment this session is not to be missed!





SIMPLIFY
AUTOMATE
ACCELERATE



THE
FUTURE
OF UC
AND **TELCO**
PLATFORMS
TODAY!

**Enhance customer experience
with our integration
partnerships:**

Cisco BroadWorks
Microsoft Teams
Oracle
Ribbon
Audiocodes
...and many more



SRE

Centralized Session
Routing Engine



APIO

API orchestrator



NEMO

Network
Monitoring



ENGO

Fraud
Management System



SIGMA

Centralized
Call Simulator





**Out with the old,
in with the new.**

**Business Communications
today and tomorrow**

Destiny, Ergatel, Meritel, IT101,
Belgium Telecom, Fuzer, Ulysse, Escaux,
Faqbot, Stuart, Motto, DSD, Ozmo, Voips,
Panas, OpenIP, Alliantel, IPLine, Soluno,
Telepo, Meridix, Ipvision.

Now together as...

dstiny



Preparing for & Navigating Through a Sale Process

Q Advisors

Part 1 – Avoiding Red Flags in and Preparing for a Cloud Comms Due Diligence Process

Matthew Townend – Executive Director, Cavell Group
Alastair Buck – Senior Consultant, Cavell Group

cavell 

Mirror the Buyer – Introduction

When considering entering a Due Diligence process put yourself in the role of the buyer, mirror their concerns. Depending on who they are, the areas buyers could identify as cause for concern or red flags will be different as their focuses and priorities differ. Private Equity houses will be very interested in numbers: key financial information including revenue, sales forecast, EBITDA. Trade buyers will be more interested in the details of your product portfolio. Public companies tend to have high attention to detail on legal and policy details and compliance.

Before due diligence is undertaken, tidy up loose ends. For example, be sure that contracts are not up for renewal during the process as it's a hard time for sellers to negotiate. This applies to contracts for suppliers, leases on property, employees, and customers. The counterparties in these contracts will have the upper hand once the due diligence process has begun as they know you likely can't afford to lose them.



Access the full report here



PARTNER WITH AKIXI

AWARD-WINNING CALL AND CONTACT ANALYTICS

For your business:

- ✓ Strengthen your propositions
- ✓ Grow market share
- ✓ Increase your average revenue per user
- ✓ Maximise your potential
- ✓ Boost recurring revenue

For your customers:

- ✓ Make data-driven decisions
- ✓ Increase workforce efficiency
- ✓ Improve customer service
- ✓ Empower hybrid workers
- ✓ Maximise revenues

AKIXI



Visit our team on the Akixi stand or get in touch:

+44 (0)1293 214625

info@akixi.com

www.akixi.com



Global communications for enterprise scale

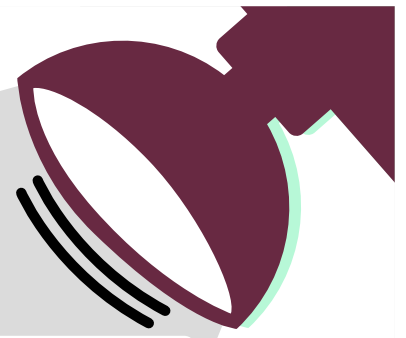
Simple · Scalable · Reliable

 bandwidth

(PREVIOUSLY VOXBONE)

visit bandwidth.com

CAVELL M&A CASE STUDIES



Challenge

Dubber needed assistance building a M&A strategy.

Key Questions Explored:

1. Where would be the best segments of the market for them to look for acquisitions in?
2. Which were the best companies we believed to potentially target within that?

Methodology

Throughout this research process Cavell also looked at adjacent markets. This approach was undertaken in order to identify potential adjacencies to the current market Dubber were in.

Outcome

Dubber successfully acquired Speik. Overall, Cavell played a huge part in supporting the Dubber management team end to end whilst also liaising with the **Speik** team directly.

"Cavell's deep understanding of the market was invaluable in identifying Speik as a strategic target, they then assisted us in engaging and executing the deal with the Speik management team."

Steve McGovern
– CEO, Dubber

dubber

Challenge

Destiny needed assistance building a M&A strategy.

Methodology

Cavell created an information request which entailed a huge number of key questions for the key targets. Next, Cavell ran workshops with key personnel to examine their answers in more detail.

Throughout this project, Cavell also pulled on their own extensive primary research and the experienced knowledge of the team.

Cavell advised the Destiny management team in synergies between the two businesses as well as looking at them stand alone.

Outcome

Destiny successfully acquired **Telepo** and **Soluno**.

"Not only was Cavell instrumental in our diligence process, but we also used their resources to help evaluate the Seller's go-to-market strategy and modify it for our own needs. I would not have felt comfortable doing this deal without them on our side."

broadvoice

Jim Murphy –
CEO, Broadvoice

Challenge

Broadvoice needed assistance building a commercial diligence M&A strategy.

Methodology

Cavell analysed the market and the company's position within it.

Then, using our unique knowledge of the market, whilst also conducting focused primary research, and looking at market trends the Cavell team established GoContact as a prime target for Broadvoice.

Outcome

Broadvoice successfully acquired European CCaaS provider **GoContact**

DESTINY telecom as it should be

Daan De Wever
– CEO, Destiny

"We are thrilled to announce this exciting news of the acquisition of these two fantastic and strong companies. Thanks to the support of our investor Apax for 18 months now, Destiny is reaching the next level of its big play to own the European cloud communication space. . . [..]"



**Get them to Cloud.
Make them use it.**

Differentiate your offering by providing a smarter, more intuitive environment for your subscribers to interact with your Cloud. The most successful Service Providers will be those who not only promote their network's functionality but those that can give their customers access to that functionality in a simple and hassle-free way.

**Make your Cloud the go-to experience
and the platform of choice**

broadsource.eu



SCAN ME

COMMUNICATION SOLUTIONS FOR SERVICE PROVIDER



SCAN ME

OUR MISSION, AS A NETWORK SOFTWARE VENDOR, IS TO DELIVER USER-FRIENDLY, FEATURE-RICH AND SECURE SERVICES, INCLUDING:

- *MULTI-TENANT UCAAS-PLATFORM FOR SERVICE PROVIDERS*
- *ENHANCED PBX FEATURES INCLUDING CALL CENTER & COLLABORATION SERVICES*
- *FLEXIBLE CLOUD-BASED APIS TO CREATE CUSTOMIZED BUSINESS SOLUTIONS*
- *DEEP MS365/TEAMS INTEGRATION INCLUDING CALENDAR/PRESENCE SYNCHRONISATION*





Our Industry in 2022

by Catie Marcillac – Analyst, Cavell Group

What We've Seen in the Last Few Months

Since I joined Cavell Group a few months ago, I've been keeping track of some of the major trends and changes happening in the cloud communications world. Anyone in this space will know that the pandemic forced the industry to adapt and innovate at an unprecedented rate and this has driven some key trends and themes in the market:

It's Not Just About UC Anymore

The traditional model for service providers has been fundamentally changed by the pandemic. Gone are the days of voice traffic and hardware driving up revenue and profit. Now service providers are having to introduce new services on top of their UCaaS solutions in order to stay ahead of the game.

One of the ways providers and vendors are trying to be unique is by offering Contact Centre or contact centre like features into their portfolio. This is not just into large enterprises as we're seeing a huge focus from SMEs who are focusing on their customer engagement.

Major vendors such as 8x8 and Cisco have developed new customer experience platforms with advanced features to help with companies' digital transformation, with 8x8's XCaaS platform driving solid UC/CC revenue in last year and RingCentral are selling more and more contact center alongside their UCaaS solution. Enreach and Gamma both made acquisitions to bolster their contact center capabilities and we've seen many other look to partnerships instead of acquiring capabilities.

More innovation means more consolidation

This quest for more unique and customisable solutions, and the drive to expand into new markets or consolidate current markets has led to some major acquisitions in the industry. Cavell has overseen several M&A projects in the last year, including for Destiny and Kerv Group. I have counted over 40 mergers and acquisitions in the UC and CC space since I've joined Cavell, and it doesn't seem to be slowing down.

For me, the acquisition of Vonage by Ericsson was the most surprising and there have been some mega deals in this space, 8x8's acquisition of Fuze and Zoom's failed bid for Five9 shows that there is appetite in the larger providers as well as in the smaller providers as well.

What comes Next?

As well as looking at how the UCaaS industry is going to change, one of the areas I will be focusing on is what

comes next in the communications and collaboration industry. Microsoft have already announced their first step into AR/VR with Mesh for Teams being launched this year, and Cisco has also been trialling VR headsets to a few customers. I'll be keeping a keen eye on where adoption of AR and VR comes in the business market as we're seeing huge investment from some of the largest vendors who are trying to work out how businesses will collaborate in the future.

'AI' has been the industry's latest buzzword with Cavell's research showing that innovation and investment into AI technologies is accelerating. Cisco and RingCentral have announced several new analytics features such as transcription, sentiment analysis and other new capabilities designed to improve remote working and inclusivity in meetings and expect that AI within the contact center will continue to enhance customer engagement and agent productivity.

And Microsoft?

In 2022 it is likely that Microsoft's will continue to play a significant role in the market but providers are still looking at their strategy around working with, or competing against Microsoft. We still believe that there is a role for other providers to operate and be successful in the market alongside Microsoft but providers will have to work hard to build their niche and their relevance to the end customer.

About Me: After my third internship at Cavell Group with the Events and Marketing Team, I joined the research team as an analyst in November 2021. Since then I have been keeping track of the industry and helped write research reports based on current trends in the market.

A new era for customer experience

Are businesses around the globe moving into a new era of customer experience provision? Let's hope so for all of our sake.

By Patrick Watson – Senior Analyst, Cavell Group

It's a real privilege to be an analyst within the technology space. Spending your time exploring the latest and greatest innovations within communications is, generally, a fantastic way to spend your days. But, without meaning to complain too much, it does come with some drawbacks.

The main cause for complaint is the eternal frustration that I feel when I have to deal with inadequate technology in the real world. One area that typifies this frustration, can be found within the realms of customer experience.

Whilst conducting the background research and analysis for Cavell Group's latest insight report into the CCaaS space I was exposed to some of the technologies' most innovative and effective solutions for handling customer interactions.

Vendors within the customer experience sector are often at the forefront of emerging technology applications. Data handling, intelligent augmentation, advanced routing, and automation tools are amalgamated together to form some of the world most innovative and effective software platforms. These customer experience solutions can transform the way that customers interact with any organisation.

So, why is the customer service I receive every day as a consumer an excruciatingly painful experience 99% of the time?

The simplified short answer is a lack of uptake. With the global market penetration of UCaaS into the communications market sitting at around 20%, the penetration of

innovative CCaaS solutions into the wider contact centre landscape is significantly less. This means that the vast majority of organisations and customer service providers around the world are not yet embracing these innovative platforms and therefore, as end customers, we are unlikely to encounter them in the real world.

As globalisation and digitalization spread across the world, all vertical markets are being impacted. Many industries have already been permanently disrupted by digital natives who, almost overnight, irrevocably changed market landscapes. Uber and Airbnb, within Transport and hospitality respectively, are the most commonly cited examples, but other verticals too are vulnerable if they don't act now. Price and locality and no longer





crucial competitive differentiators. The next key differentiator will be the customer experience that any organisation provides.

Differentiation is one of the key topics in Cavell's daily discussions with service providers. As UCaaS globally is homogenised service providers need new angles and tools to stand out in an increasingly competitive landscape. Next-generation customer experience platforms could provide just such an angle.

The convergence and integration of technology systems are becoming an increasingly important principle for enterprise organisations enabling them to improve efficiency, optimise processes, and amplify their brands. Uniting communication solutions with customer experience platforms allows a business to gain a much more holistic insight into its overall performance.

It is now vital for technology service providers to explore the landscape of



customer experience solutions that could allow them and their customers to remain relevant in an increasingly disrupted world.

Cavell Group's CCaaS and Customer Experience Report is now available to purchase from the Cavell Group online store.

CREATE CONTACT MAGIC

Enreach is the European Contact Leader with a strong presence in the United Kingdom, the Netherlands, Germany, Spain, France, Denmark, Finland and the Baltic States. Enreach provides companies easy access to converged contact solutions, blending powerful communication, productivity and network solutions, through its resellers, service provider partners and direct channels.





Scan me!

Founded in Munich in 2007, NFON AG has developed rapidly. Today, NFON is the only pan-European provider of cloud-based telephone systems and is active in 15 countries. With over 50,000 customers, over 500,000 so-called customer extensions and more than 2,700 partners.

ribbon®

Business customers are migrating to cloud-based services like Teams, Zoom, RingCentral and more.

Ribbon Communications has the cloud-based tools and services that can differentiate providers by making those cloud migrations more secure, more compelling, by migrating legacy systems and more profitable by enabling value added services.

Visit rbbn.com



ribbon®

Networking 2022 – Impact for Service Providers

By Finbarr Goode Begley – Senior Research Analyst

Cavell's Cloud Networking Summit at the end of 2021 focused on the theme of distributed networking. In a story that will be familiar to most service providers, many companies struggled to adapt their networks and processes to handle the shift to remote working that was required during the height of the pandemic.

Service providers reported numerous challenges from their customers; whether it was just maintaining good service to a dispersed number of houses across consumer networks or handling the large volumes of intra-residential traffic (Netflix, other co-workers) competing for bandwidth. Larger service providers also had to tackle the problems of secure access, VPNs and other security challenges.

The big question of the year was 'how do I ensure that a remote worker is connected and that the services they need to use operate well?'

The answer for many was to minimise the network by turning to services optimised to work directly over the internet, rather than requiring corporate access or private hosting.

Saved by the cloud

For all the challenges that organisations have had with cloudification over the past few years, when the pandemic came around those organisations reaped the benefits. Many cloud services come pre-built with methods of secure access, removing much of the threat to remote workers. In addition, many of them are already used to dealing with internet-based traffic and making that work efficiently. This solved many of the issues that service providers had with both security and performance.

It is a familiar narrative over the past two years to hear of customers

moving on to platforms like Microsoft Teams for communications and collaboration tools like file sharing. The main reason being Teams operates in a cloud-first model, a system more resilient to home working. Similar stories can be heard about Onedrive, Dropbox, Google Drive, and many other cloud-first solutions optimised to work over the public internet.

One large UK charity I spoke to pointed out that with Microsoft Teams for file sharing, communication and calls they were fine with their employees using Teams over their home broadband without directing the traffic through a VPN. Employees still had a VPN but the idea was to maximise its efficiency by minimizing the amount of traffic it needed to process. Any files that needed to be shared were already going to the Teams infrastructure and the Microsoft's internet-based cloud

gateways were also making sure that communications continued unhindered most of the time.

The challenge to Service Providers

The above does raise a question and pose a challenge to comms service providers. When a vendor like Microsoft can provide a secure, over-the-internet solution, that (for the most part) works fine over public broadband, what is your counteroffer?

Service providers also need to be taking advantage of the cloud infrastructure to provide services to remote users. Care should be taken to work with vendors who provide internet gateways and services optimised for home workers, not just those hosted on the company datacentre. "How does solution X work over public broadband?" has become a very important question and will continue to be as remote working is here to stay.





Connecting your Business

No matter your business needs and environment, Snom has been providing perfect communications solutions for 25 years.

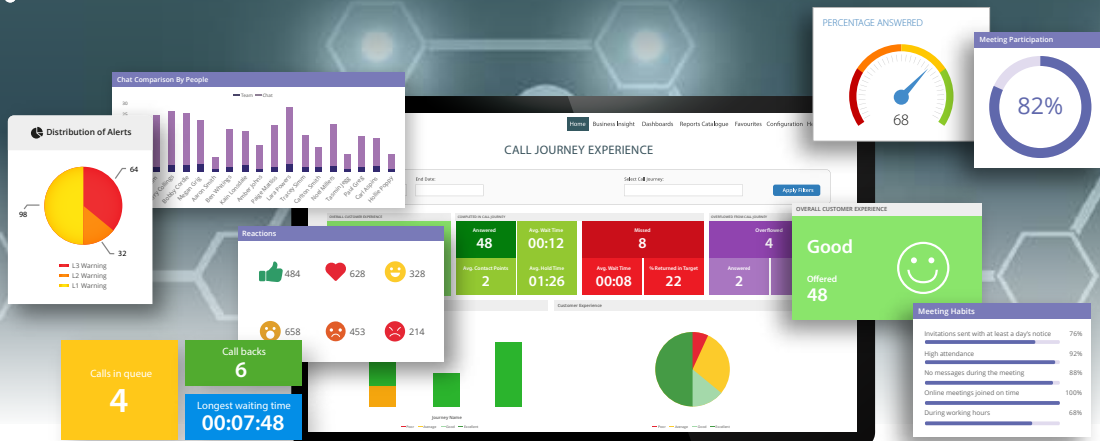
www.snom.com



SNOM

TOLLRING

Find out more at www.tollring.com



Global Leaders in Business Analytics

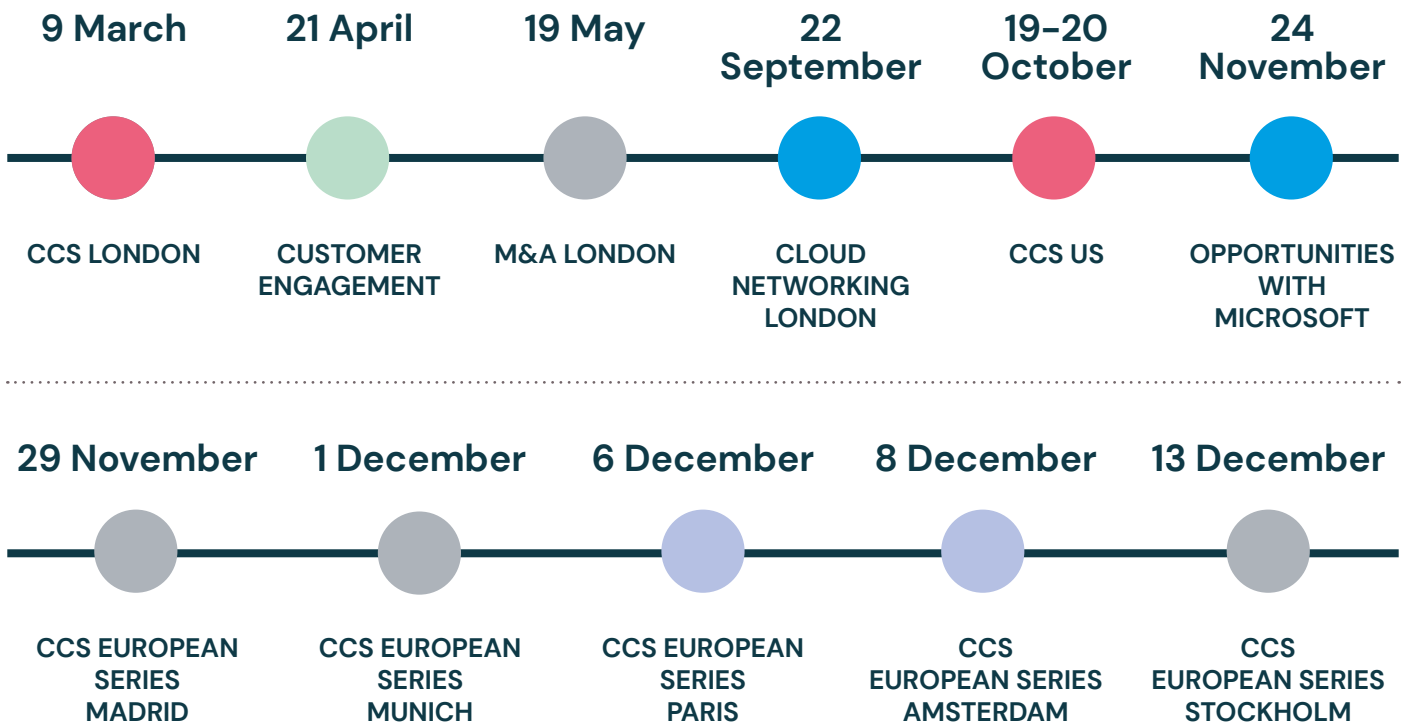
- Wallboards and Reporting
- Call Recording
- Workplace Analytics
- Fraud Protection

icall suite

Analytics365

TOLLRING PROTECT

CAVELL GROUP Events Schedule 2022



Legend for event categories:

- FLAGSHIP CONFERENCE (Red circle)
- HYBRID EVENT (Blue circle)
- LONG-FORM WEBINAR (Green circle)
- SMALL CONFERENCE (Purple circle)
- DISCUSSIONS & NETWORKING (Grey circle)



Finding your way around

1. Cisco

2. Dubber

3. GoTo

4. Akixi

5. Enreach

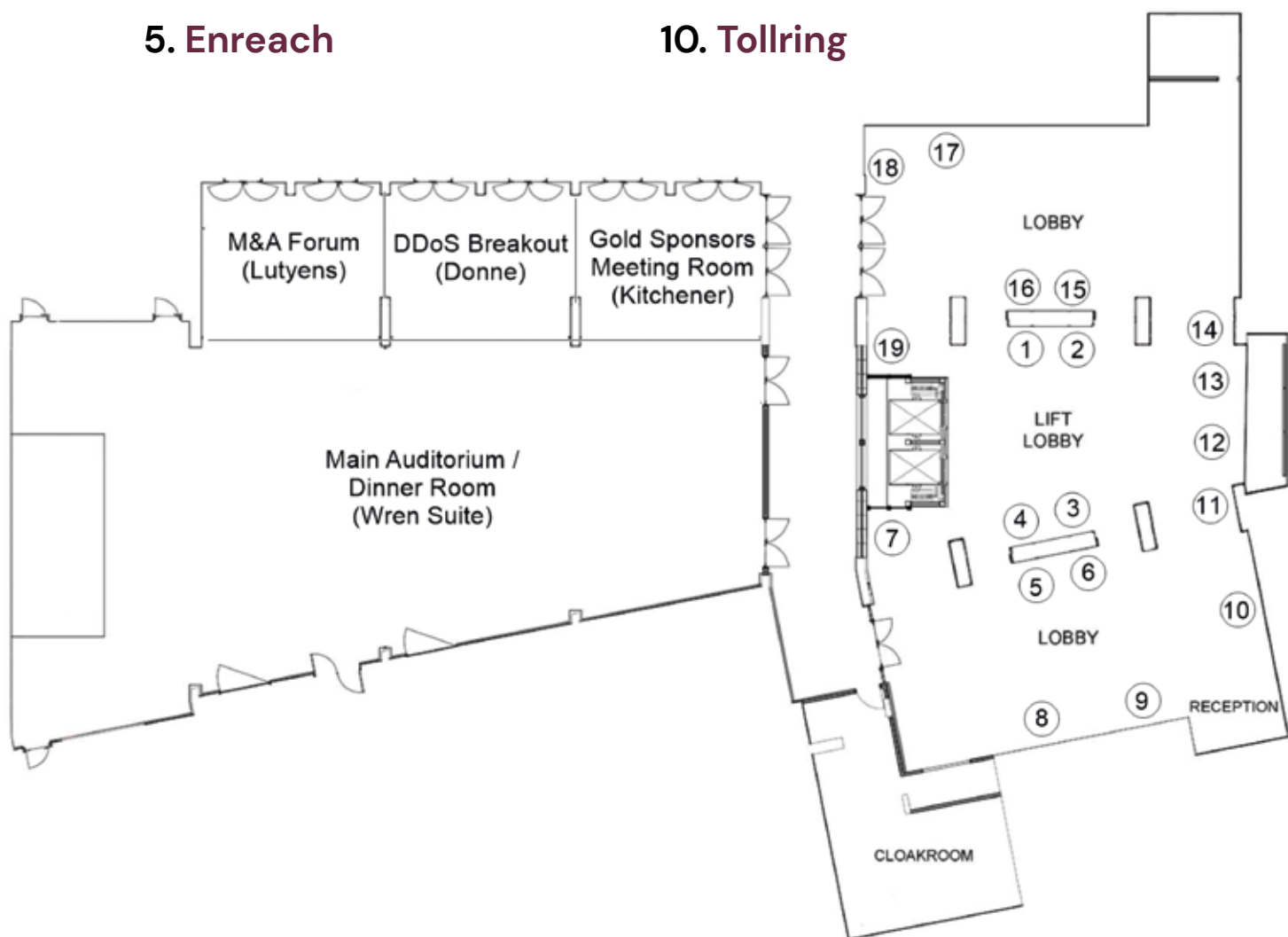
6. Ribbon

7. Comms Council UK

8. NFON

9. Broadsource

10. Tollring



11. Microsoft

12. Netaxis

13. Snom

14. Aircall

15. Tekvizion

16. Bandwidth

17. Console Connect

18. Communi5

19. Cavell

Contact us....

Consultancy & Due Diligence

- Matthew Townend – Executive Director
- Alastair Buck – Senior Consultant



Research & Thought Leadership

- Dominic Black – Director of Research
- Finbarr Goode Begley – Senior Research Analyst
- Patrick Watson – Senior Research Analyst
- Catie de Marcillac – Research Analyst

Contact the research team at reports@cavellgroup.com



Events & Marketing

- Francisca Dinga – Events & Marketing Manager
- Elysia Trigg – Events & Marketing Executive
- Delina Kubrom – Events & Marketing Assistant

Contact the events and marketing team at events@cavellgroup.com



Notes for the day...



A series of horizontal dotted lines for writing notes.



Is your Microsoft offering fully Automated?

PingCo introduces TCAP: the most advanced Microsoft Teams Calling Automation Platform for Operator Connect, Direct Routing, and Managed Service Providers.

Is your customer journey self service, automated and instant? It should be.

Onboarding the Microsoft ecosystem should be smooth, fast and simple – and, with TCAP, it is.

Empower your business

Your partners

And customers

To self service, deploy and scale in a white labeled platform that delivers:

✓ Approved for Operator Connect

✓ Microsoft-certified Direct Routing Solution

✓ Use your existing voice platforms or deploy on ours.



☎ +613 8592 8806
 ✉ sales@tcap.cloud
 🌐 https://tcap.cloud

Start streamlining your solutions with TCAP
 Scan me →



Powered by pingco