

TelAgility Enables VARs to Grow as Successful Integrated UCaaS Resellers through a Combination of Cutting-Edge Technology and Simplified Billing and Tax Compliance Solutions

BACKGROUND

For many years, Value Added Resellers (VARs) have provided businesses across all industries with communications solutions through in-house equipment such as Private Branch Exchange (PBX) and other on-site telephony hardware. At its inception, this feature-rich and affordable delivery method increased productivity compared to the use of services via traditional telecommunications providers, and as such, was adopted across the board to enable in-house communication functions for many businesses in the United States.

Today, however, the tides have shifted. As enterprises tackle an increased volume of data transmission, coupled with modernized forms of communication, companies are moving their communications solutions to the cloud as a cutting-edge and cost-effective answer to secure and reliable connectivity. In this time of technological disruption, a solution has emerged known as Unified Communications-as-a-Service (UCaaS) – a scalable and flexible cloud-based platform that enables bandwidth-intensive unified communications technologies such as VoIP, online video conferencing, enterprise messaging, and much more to meet the mature communication needs of any organization. UCaaS adoption is growing rapidly as organizations adopt this form of communication technology at staggering rates. Today, UCaaS is a multi-billion dollar industry projected to reach \$24.88 billion by 2020 according to market research firm MarketsandMarkets.

CHALLENGE

VARs have gotten by very well in the past by providing PBX and other communications hardware technology to enterprises for integration into their corporate communications structure. As UCaaS quickly becomes the solution of choice for enterprises' new communications strategies, outdated PBX and in-house hardware is becoming a thing of the past, giving way to the major paradigm shift toward cloud-based solutions. Organizations are quickly recognizing the added benefit of utilizing a cloud-based system and leaving stagnant communications technology behind in favor of the more affordable and feature-rich UCaaS option.

Generation Y is taking over as a major part of the work force, bringing with it more technological knowledge and know-how than any generation before. As these tech-savvy professionals conduct business, they prefer advanced forms of communication favoring mobility above all else. With a structure that has experienced little change in the past 15 years, PBX and other hardware telephony solutions are simply no longer on the cutting-edge, unable to provide the necessary benefits for a mobilized workforce and the rising need for more advanced communications platforms.

Forward-thinking VARs attune to this shift are quickly attempting to restructure their offerings, becoming UCaaS integrators for customers seeking a full-service cloud based communications solution. Unfortunately, even when in a position to embrace change and growth, in many situations when making this shift they are left utterly vulnerable, exposed to many tax liabilities and complex billing regulations that vary across state lines. These liabilities and compliance regulations that come along with UCaaS integration are new territory for many VARs as PBX and other telephony infrastructure followed a much simpler structure. When dealing in the modern world of communications services, a full host of taxes and fees come into play, including excise gross receipts, utility, 911, Federal Communications Commission (FCC), and State Utility Commission taxes – to name a few. Given these challenges, VARs are left in a precarious situation, either allowing themselves to slowly lose out to more advanced competitors as new technologies emerge, or delving into an unknown and complex landscape of UCaaS integration, leaving them exposed to liabilities in an attempt to remain competitive.

SOLUTION

Recognizing this growing need in the communications industry, regulated communications services provider TelAgility has developed a solution to enable VARs to become successful UCaaS integrators with packaged turnkey solutions ready-made for instant market deployment.

By partnering with leading service providers and manufacturers including AT&T, Avaya, and Westcon, TelAgility strategically develops simplified solutions designed with the end-user in mind, providing the most modern and cutting-edge communications technology available. Recently joining in a partnership with AT&T as a Platinum Solution Provider, TelAgility has added critical solutions for integrators seeking to add interconnectivity solutions to their offerings, including Managed Internet Services (MIS) and Multiprotocol Label Switching (MPLS) Private Network Transport services. On top of providing innovative technologies, what makes TelAgility unique is their ability to assume all billing and compliance responsibilities for the UCaaS integrator. As a 50-state interconnected communications services provider, TelAgility handles all back-end functions for national companies regardless of customer location, while leaving integrators the opportunity to remain the face of all services for their customers.

RESULTS

With support from TelAgility, VARs ready to enter the UCaaS market are able to do so with ease, offering customers highly advanced and modern communications solutions to improve their productivity in a secure and reliable environment. TelAgility's approach of complete back-end responsibility enables resellers to address critical business concerns and remain the main point of contact for customers as they benefit from a robust, enterprise-class packaged solution scaled to fit every individual communications concern. By entrusting in TelAgility as their regulated communications services provider, VARs no longer have to live in the past of outdated PBX and hardware solutions, but project a progressive image in a growing and evolving business landscape as they develop into modern UCaaS integrators.