# Uboss boosts BroadSoft

VanillaIP's 'big reveal' is certain to win a rousing Comms Vision Conference reception when the company lifts the lid on a new high priority channel campaign based on a unique blend of its Uboss platform, extensive BroadSoft functionality and unbeatable commercials.

Much effort has gone into the development of VanillaIP's new proposition to ensure that it pays off for resellers across all levels of the market. And the company has pulled off a unique triumph in raising the appeal of its Uboss portal, introducing new premium functionality alongside attractive commercials and aggressive wholesale rates. "Our true white label offering will redefine and strengthen BroadSoft's influence in the UK channel, enabling resellers to address new customer demands for a seamless blend of more sophisticated solutions combined with simplicity in the buying and deployment process," said Iain Sinnott, Sales Director.

Uboss is a hosted solution that seamlessly connects to BroadSoft platforms and any other vendor solutions that customers may need to integrate. Uboss helps to maximise revenue by getting service providers to market quicker with a more sophisticated product offering. It enables resellers to increase revenue, improve differentiation, drive customer self-service and ARPU by consolidating back office functions and combining multi-vendor services within an on-demand user portal.

Uboss merits the overarching importance it has acquired because it also enables resellers to put their own stamp on the market and realise their ambitions. "New Uboss functionality also gives a reseller's back office team the power to manage more customer service questions," said Sinnott. "And it gives customers even more opportunities to self-serve and self-manage, again driving down costs for resellers as their base grows."

The appeal of VanillaIP's new proposition goes deeper. It has overcome the challenge of balancing 'smart' and 'complex' solution elements with the need for simple services at the customer level and simplicity in reseller package creation, driven by the abilities of partner sales teams. The key here is that VanillaIP's 'smart bundles' make the reseller package easy to adopt and take to market, ensuring they are armed to create their own unique market offer, while allowing them to add their own services for further differentiation.

This model can be replicated across all markets and VanillaIP's other achievement has been to scale up from its SME stronghold and unlock revenue opportunities for resellers in more sophisticated environments such as call centres, international offices and organisations with other complex requirements. "As an established and powerful player in the core SME zone we have developed the tools to address any scenario in larger businesses, while maintaining our



**Iain Sinnott**

simple reseller friendly product and service packaging and unbeatable commercials," said Sinnott.

**Commercials that count**
The benefits aren't hard to articulate. "We have introduced fantastic commercials that make our core telephony solutions available to partners at aggressive wholesale rates," enthused Sinnott. "We've also launched disruptive commercials on smart apps for PC and mobile. In base line telephony we have BroadSoft extensions at sub £4 wholesale, a 2,000 minute bundle that can be added to any base pack, and a mobility pack that enables true modern working. Essentially, 70 per cent of the extensions deployed to a standard business using premium features can be delivered for less than £4.50 wholesale including minutes."

VanillaIP's task as a leading channel provider is simple – to help reseller partners build their businesses and extend their market reach. The multi-dimensional nature of VanillaIP's proposition dovetails neatly with the requirements of ambitious resellers and an increasing population of end users who are smarter in their understanding of the cloud and what it can do for them, therefore becoming unresponsive to limited single bundle offerings.

"We have the most sophisticated implementation of BroadSoft in the UK," confirmed Sinnott. "All providers can be different in their deployments, but we have unlocked and exposed to the reseller all the features, plus the apps and reports we have developed on top. All other BroadSoft deployments have a greatly limited feature-set and they typically offer a single bundle. Our multi-faceted proposition allows resellers to close more complex higher value opportunities and stand out from the crowd with a more sophisticated own branded offering."

Nor is that all. As well as introducing a new level of automation and customer self-service, Uboss promotes agility, accessibility, visibility and ease of use while significantly reducing back office operational costs. "Our proposition for prospective resellers is that our Uboss portal gives them a unique branded presence and full automation for provisioning and billing at the back end," explained Sinnott. "As a single portal for SaaS and portfolio management, Uboss also includes key features such as zero touch billing, automated toll fraud locking, NOC enablement with packet analyser and bulk build with configuration capabilities."

VanillaIP says its new true white label offering will redefine and strengthen BroadSoft's influence in the UK channel, enabling resellers to address new customer demands for a seamless blend of more sophisticated solutions combined with simplicity in the buying and deployment process. "The enhanced capabilities of VanillaIP's channel proposition have been designed to unlock the potential for more complex and higher value market opportunities," reiterated Sinnott. "The new strategy reflects the uniqueness of VanillaIP's BroadSoft implementation which boasts a level of sophistication unmatched by other providers, supported by our ground breaking pricing and commercials." ∎

**vanillaIP**

## Simplicity is Worth More Than Simple

- BroadSoft UC User – Sub £4/User
- Inclusive 2000 Minute Bundles
- Handset Inclusive Packages
- Eternity Licences – Additional 24% Margin
- True White Label – Your Brand, Portal, Apps, Invoices, Collateral, Hardphone Display

Move beyond Hosted PBX and close higher margin, smarter customer opportunities

- NoC Enablement with Packet Analyzer
- Single Portal for SaaS, Third Party, CPS, Mobile and Hardware
- Bulk Build and Configuration
- Zero Touch Billing
- Automated Toll Fraud Locking

Uboss, a "Real" Portal to deliver reduced back office costs and allow automation and customer self-service

### MEET THE TEAM AT GLENEAGLES



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