

Why PBXIT is a big deal

VanillaIP has developed a radical new programme for 2019, supporting resellers looking to attract the M&A market, writes **Sales and Marketing Director Iain Sinnott**. In February this year Cavell shared a report which showed 80 per cent of the UK business market was still serviced by traditional PBXs which meant we, along with most cloud players, had misread the speed at which things would change and what would motivate that change.

The PBX reseller

Having successfully serviced UK businesses for over 30 years the PBX reseller community watched as new cloud solutions providers started to take advantage of improved broadband connectivity to deliver a SME business communications alternative. The main thrust of this challenge has been fought with simplified service portfolios



Iain Sinnott

which represent no real functional challenge to a standard PBX. Most cloud providers have also opted for a one-size-fits-all approach, meaning commercially the PBX was able to remain price competitive or even price compelling.

The change

While better service portfolios, and more capable service automation portals, have substantially improved a cloud reseller's potential effectiveness, PBX resellers retain the trust and

close relationship with their clients. It's emerged that the big change will come within five years and be driven by the PBX resellers' new motivation – the need to capitalise fully on a lifetime's work.

The M&A opportunity

Many of the leading players in the PBX reseller community are reaching a point where they begin to contemplate an exit. The problem this presents is that the investment community only really has eyes for predominately cloud businesses, meaning the choice facing the PBX players is to sell low and exit early or convert to cloud first and sell at the highest multiple.

The PBXIT programme

VanillaIP has designed a comprehensive and commercially supportive programme to help resellers convert their base from traditional PBX to a feature

appropriate cloud alternative over a five year period. With the PBXIT programme we have created a pathway to the best exit valuation for resellers who can present their businesses in the most saleable structure.

The key elements

The commercial support programme is important but Uboss and the breadth of the VanillaIP portfolio are the vital ingredients. Simple low-cost extensions, mobility and home working, omni-channel contact centres, integration of third party services, mapped DECT solutions, key & lamp replication with a mix of contract and on-demand deployments makes it a powerful proposition. Uboss manages all aspects from commercial and contract rules to call quality management and invoice generation, meaning a complex transitional programme can be delivered smoothly and safely. ■

Make the move

PBXIT

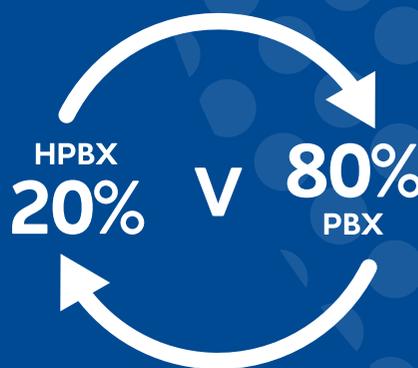
WITH  vanillaIP

VanillaIP launches a 2019 PBXIT programme

Designed to support PBX resellers transitioning your base to the cloud either:

- To exit the industry, realising the maximum return
- To develop and build a Cloud Revenue into the business
- To buy and build your value, through your own M&A programme

PBXIT is today's big debate, driven by the M&A question, but what will it look like in 2022?



PBX Resellers have to re-evaluate how they can get the best value for a lifetime's work building a successful telephony business.

Contact VanillaIP for full details on the PBXIT support programme which includes 12 months free user licences, designed to help you make the most of your life's work with a planned M&A exit.

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