

VanillaIP herald Webex inclusion as Flexibility & Profitability for Resellers

London based UK Cloud Communications leader VanillaIP, known already for a broad portfolio of best-in-class applications, delivered, and managed with in its unique service platform Uboss, proudly launched a suite of fully API integrated Cisco Webex services which the communications giant has just integrated with the Broadsoft voice platform it acquired in 2017.

Speaking about this latest addition to the VanillaIP reseller portfolio, Sales and Marketing Director Iain Sinnott said, 'This is a perfectly timed addition for us as whilst we have an MS Teams direct routing solution, we wanted a true voice, meeting and team collaboration proposition that represented a fairer revenue and profit share opportunity for our resellers. The market transformation that has taken place in the last 11 months will challenge many suppliers but for those of us who have championed workplace flexibility alongside application base productivity optimization, the newly open minds of the Small and Mid-Market buyers is a refreshing advance'.

The Webex products suite itself is a combination of:

- Webex Softphone
- Webex Spaces – Softphone + Team collaboration and chat
- Webex 25 – Webex Spaces with an additional open meeting room
- Webex 1000 – adds meeting room capacity up to 1000 participants and brings in recording, transcription and remote desktop control

Product specialist and senior engineer Ed Thrussell commented, 'this represents the culmination of six-months close work with Cisco as part of their early field-testing panel. It has been a great experience working with their team and using the shared knowledge. We have used the powerful API sets that Uboss, Broadsoft and Cisco Hub offer, meaning the Webex Apps are truly



"On Demand" which is great for client self-service whether provisioning 1 or 1,000. Once the client downloads the required Device(s) type desktop, mobile or tablet (all three can be used at same time!), Uboss does the rest including adding call credit limits so Resellers can allow services to be created by their customers, whether that's for an existing user or a brand-new user, via the customer portal, without any commercial concerns.

Dave Dadds, CEO and one of the driving forces behind VanillaIP key differentiator Uboss added,

“ Whilst we have an MS Teams direct routing solution, we wanted a true voice, meeting and team collaboration proposition ”

Iain Sinnott, Sales and Marketing Director

'Real-time, on-demand deployment is part of the new requirement emerging from the 2020 shakeup. The fact that a user can go onto the

and fear of change has slowed the market on its journey to this point, but the leap has been forced onto UK businesses and they have now

delighted with both the service set and the automation of deployment and I think it will be a big product for us in 2021.'

“ Real-time, on-demand deployment is part of the new requirement emerging from the 2020 shakeup ”

Dave Dadds, CEO

portal at 11pm, deploy the service, bring up the soft clients and start making calls or having meetings is great, the fact that Uboss ensures the reseller achieves a zero-touch billing event is critical. Ten years ago, we started assembling the Uboss development team because we believed this era of multi-vender, multi-product, application-based solution suites would dominate business communications. Apathy

seen the benefits firsthand, which means there is no going back.

Early adopter and education market specialist Richard Clarke of Leverstock, who attended the Virtual Launch on Tuesday 19th Jan 2021, was full of praise. 'As a reseller I need to keep the back office administration costs to a minimum so we can support our schools well and still create profit and value. I am



VanillaIP enhances UC with Cisco Webex

With the market still dominated by the need for flexible working, remote meetings and a growing adoption of team collaboration tools, Resellers now have the opportunity to increase revenue and margin through the application of Webex services, seamlessly integrated to their customers HPBX user service

TEAMS

collaboration spaces to share ideas and interact

UBOSS

APIs blend Webex into Broadsoft for true on-demand delivery

MARGIN

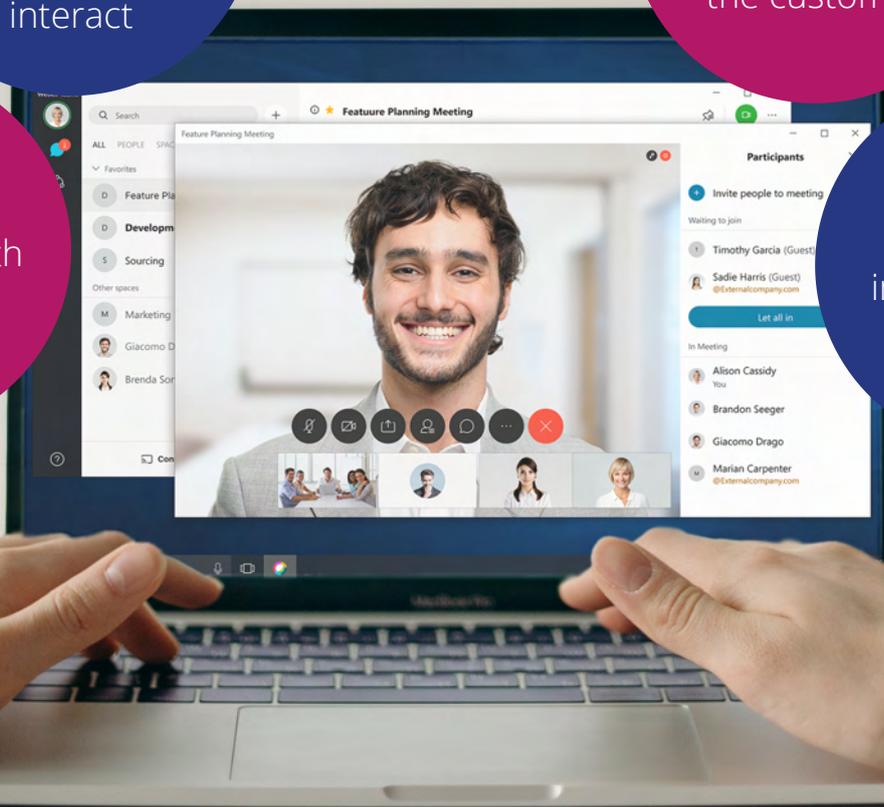
30% plus - own the brand and the customer

MEETINGS

up to 1000 participants, with recording and transcription

PRICING

from **£1.75** includes mobile, tablet and PC



DOWNLOAD THE WEBINAR TODAY
WWW.VANILLAIP.COM/CISCOWEBEX

E: SALES@VANILLAIP.COM
T: 0800 970 0971
W: WWW.VANILLAIP.COM