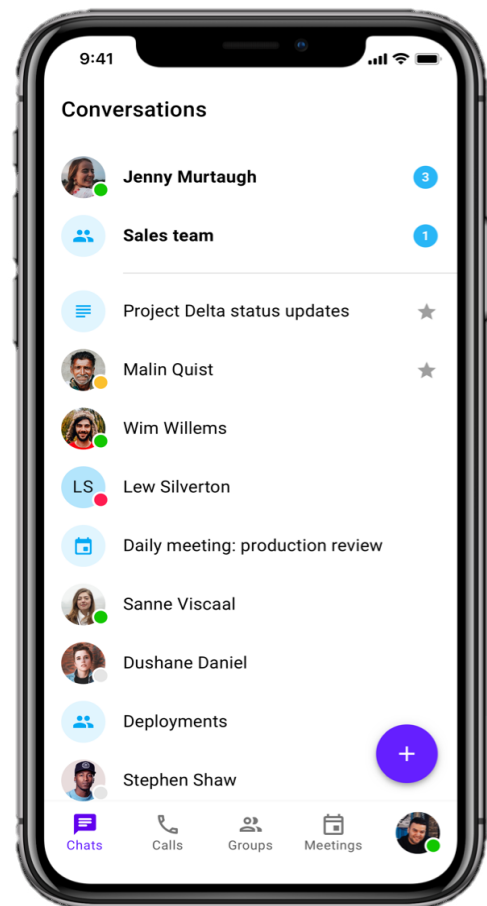# UNIFIED COMMUNICATIONS AND COLLABORATION

Based on our telecoms low code, we have ready-to-use, complete applications for virtual PBX and workstream collaboration services. You can launch these applications quickly and easily with little or no customization required.

We are also continuously creating low-code building blocks, called packaged business capabilities or PBCs. These provide specific features and functions commonly utilized in UCC, such a WebRTC softphone, videoconferencing, video recording, voicemail, hunt groups, pickup groups, instant messaging, etc. With these PBCs and our Telecoms Low-Code Application Platform (T-LCAP), you can compose your own product in agile co-development with us and based on your unique ideas and requirements. Telecoms low code makes it possible to individualize each product to address the needs of your customers, regardless of industry and size.

We know that network-based telecoms services and products are important to communications service providers. Products you compose and implement within your telecoms network provide high margins, improve subscriber acquisition and promote long-term subscriber retention. They also help you get a higher return on your brand and differentiate your offering from the competition. Lastly, as the complete technology is within your own telecoms network, you have full control and further leverage the well-know availability, security, reliability, privacy and scalability of telecoms.

We also believe that launching a new UCC solution doesn't have to be a daunting and risky endeavour. So, we want you to try out and validate our technology in a complementary proof of concept, easily implemented and performed within your telecoms network. Of course, we also support you in every way we can, e.g. with the elaboration of market studies, business cases and a go-to-market strategies.

READY-TO-USE APPLICATIONS AND PACKAGED BUSINESS CAPABILITIES (PBCs)
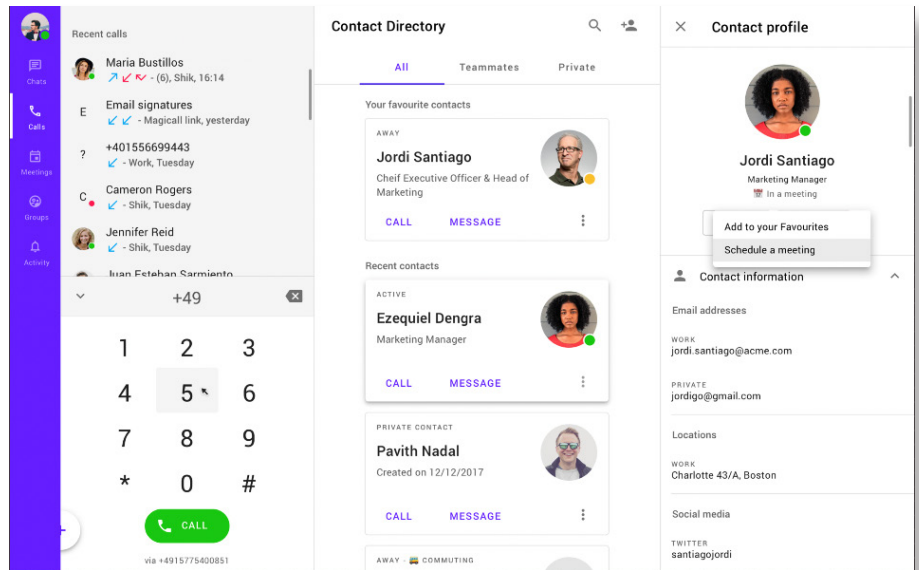
CLOUD PHONE SYSTEM

Our application for virtual PBX service includes the features required to successfully address both small and medium-sized enterprises as well as large business and public sector organizations. We ensure a smooth migration of your customers from legacy products, e.g. Broadsoft and ALU. You can also exploit low code to individualize the products to address specific segments or even individual customers. Based on this technology, leading CSPs, e.g. BT One Phone in the UK and DNA in Finland, have launched and continuously developed very different products to address the very different target groups in their respective national markets.

WORKSTREAM COLLABORATION

With our ready-to-use application Workspace, you can immediately launch your own unique product. Our customers have launched their workstream collaboration products in different ways: as a stand-alone service, as a workstream collaboration enhancement of their existing cloud PBX, or as an integrated extension to their existing voice services as a home-office enabler. Workspace unifies telephony, meetings, messaging, presence and file sharing in an intuitive and an easy-to-use UI. Your customers benefit from a unique and consistent collaboration experience across all of their devices.

LOW-CODE PACKAGED BUSINESS CAPABILITIES

With our modular low-code PBCs, e.g. for WebRTC softphones, business tools integrations or messaging apps, you compose unique products to meet the unique needs of each vertical or targeted segment. For example, you might launch secure messaging and calling product individualized for healthcare or a video conferencing add-on to your CRM product.

WHY IT IS IMPORTANT FOR CSPs TO HAVE THEIR OWN UCC PRODUCT OFFERING

CUSTOMER ACQUISITION

By having your own unique product individualized for your customers, you differentiate your offering, giving customers a reason to switch to your product. One new business customer might mean one-hundred or more new mobile subscribers. You can even push customer acquisition via trials and self-onboarding.

CUSTOMER RETENTION

Business and public sector organizations move to your product because it addresses their specific needs better than global OTT alternatives resold by your competition, and *then* they remain your customer long-term.

HIGH GROSS MARGIN

As the products are designed by you and implemented entirely within your network, you are providing the added value and as such, we make sure this is reflected in your gross margin. You can achieve a five-times higher margin than you would get reselling solutions from third-party vendor clouds. With this high gross margin, you do not need to first achieve a dominant market penetration in order to reach profitability.

INDIVIDUALIZATION FOR KEY CUSTOMERS

Compose communications, meetings and collaboration products individualized for specific verticals and even individual organizations. If an important organization has enterprise systems that need to interface with the UCC products, you can integrate them, even if they are proprietary.

INTEGRATION INTO YOUR PRODUCT PORTFOLIO

Integrate the UCC products with your other offerings (e.g. CRM, time management, PBX, storage, etc.).

QUICK AND EASY EVALUATION

You test our solutions in your own network via an easy and free-of-charge proof of concept.

UNIFIED COMMUNICATIONS AND COLLABORATION

Selected Key Features

- Comprehensive PBX services
- Workstream collaboration clients (web and mobile apps)
- Configurable presence and call routing
- One number for all devices
- Fixed-mobile convergence
- Skype For Business, Exchange and Google Calendar integrations
- Integrated contact center
- Video conferencing
- Reporting and statistics

Key Collaboration Features

- Instant messaging and file sharing
- Public and private groups
- Threaded and topic conversations
- Audio and video collaboration
- Seamless transition of calls between devices
- Scheduled and ad-hoc video conferences
- Mobile app (iOS and Android)
- Audio and video recording

All Under a Single Virtualized Platform

- Easy to deploy and maintain
- Multi-tenant, multi-tier management
- White-label customizable solutions
- Integration with core network for convergence and billing
- Self-provisioning for end users

WANT TO LEARN MORE?

PLEASE BOOK A CONSULTATION WITH OUR PRODUCT EXPERTS DIRECTLY AT OUR WEBSITE.

ect-telecoms.com