



## 6 EXAMPLES OF HOW UCaaS COMPLIMENTS YOUR SERVICE STACK AND ADDS ARR & PROFITABILITY TO YOUR BUSINESS

A White Paper from CranCom Communications: [www.crancominc.com](http://www.crancominc.com)

### Introduction

Today's business world is increasingly remote yet interconnected. Communication is more important than ever, that's why more and more businesses are turning to UCaaS to streamline their communications and stay ahead of the game. UCaaS is a collection of communication tools that are delivered to businesses through the cloud. For MSPs, it's a match made in heaven – a low-maintenance service with margins as high as 70%.

And UCaaS generates up to \$7,500 in APR for an average-sized SMB client.

Adding UCaaS to your service stack is an ideal way to create new revenue streams, expand your product offerings, and build your reputation as a forward-thinking problem solver. **After all, on average 52% of MSP revenue growth comes from additional services delivered to existing clients.**

### In this White Paper We will explore:

- What is UCaaS?
- Industry Trends
- Typical MSP Service Stack
- How UCaaS Drives Revenue throughout your Service Stack
- Adding UCaaS to your Managed Services
- Creative Ways to Integrate UCaaS into your Service Stack
- Add ARR and Profitability to your Business
- Closing Thoughts



## **What is UCaaS?**

UCaaS is a cloud-based technology that enables businesses to manage all their communication channels-including voice, video, and messaging from a single, integrated platform.

For tech resellers, it's a game changer. The modern workplace is rapidly evolving and UCaaS helps businesses stay ahead of the curve. By offering UCaaS you position your company as a forward-thinking provider of cutting-edge communication and collaboration solutions.

- The widespread adoption of remote work necessitates UCaaS for seamless communication and collaboration across distributed teams
- UCaaS promotes agility & flexibility enabling businesses to thrive in an ever-changing landscape
- As more businesses migrate to the cloud UCaaS has become an essential tool for companies looking to modernize their communication infrastructure and stay current with industry trends

## **Industry Trends MSP's Are Experiencing**

In Recent Years MSP's have experienced significant shifts as their customers have transitioned toward remote and hybrid work. Here are two key industry trends that are impacting MSP's:

1. Servicing Employees and Users, not locations  
With Hybrid and remote workforces on the rise many MSP's find themselves focusing on servicing employees and users rather than physical locations. UCaaS is an ideal solution for businesses with a distributed workforce since it enables seamless communication and collaboration regardless of location.



## 2. Transition from physical infrastructure to virtual infrastructure

At the same time businesses are embracing the work from anywhere trend, they're increasingly moving away from on premise infrastructure and embracing cloud-based solutions. Traditional on-premises PBXs have followed suit, making UCaaS an attractive addition to an MSP's service stack. Taking advantage of these trends is crucial for MSPs who want to stay ahead of the competition.

Offering UCaaS can be a necessary defensive strategy if competitors in the market already provide UCaaS solutions. By adding UCaaS to your service stack you eliminate a reason for customers to consider these competitors for their technology needs.

UCaaS can be an effective offensive strategy because every customer has communication needs. UCaaS provides logical "door opener" for a broader discussion about a customer's technology objectives, needs, and requirements. By integrating UCaaS into their service stack, MSPs can enhance their offerings, address the evolving needs of customers, and stay ahead of the curve in an increasingly competitive market.

## **Typical MSP Service Stack**

Let's take a look at what's included in a typical MSP service stack:

- Security
- Remote, Monitoring & Management
- Business Continuity & Disaster Recovery
- Hardware & Software Procurement
- Storage, Data Backup & Recovery
- Access Control
- Managed Services
- UCaaS



## **Private Label UCaaS Drives Revenue Throughout the Service Stack**

By adding UCaaS to your service stack with CranCom's private label solution, you are provided access to tools and capabilities that aren't available to MSPs who provide UCaaS as an agent or referral partner. These tools deliver a wide range of benefits to your clients and your business. Here are a few examples of the control and capabilities CranCom's private label business model and partner portal enable our partners:

- Manage Implementations, Moves, Adds, Changes & Deletes (IMACD) on behalf of your clients
- Manage and control customer activations and de-activations
- Enable and disable features and capabilities, down to the user level
- Remotely monitor customer behavior and respond to customer needs quickly and efficiently
- Troubleshoot Level 1 support issues
- Escalate issues to CranCom for level 2+ support
- Run real time reports such as financial and client activities
- Delegates access to your Partner Portal to employees or clients as you see fit

Now Let's take a look at 6 examples of how UCaaS complements your service stack and adds ARR and profitability to your business.

### **Example 1: Strengthen Your Security Offering**

A properly deployed UCaaS solution should ensure that communications are secure and well protected. Clients are often unaware of potential security vulnerabilities when UCaaS is not properly deployed. By integrating UCaaS into your service stack and pointing out how your customers may be susceptible to security breaches if not properly installed, you can open the door to conversations about your client's broader security needs.



- **SIP Encryption:** Because SIP traffic is not encrypted by default, internal or external actors can eavesdrop on conversations by performing packet captures or listening in on calls with tools like Wireshark. CranCom's Partners have access to core networking settings, enabling them to use Secure Real time Transport Protocol (SRTP) to encrypt all calls made from a SIP handset. And all calls from our desktop client utilize Real Time Communications (WebRTC) so voice communications are always encrypted and safe from interception.
- **Advanced Permissions:** CranCom's solution empowers granular access control, enabling admins to assign specific permissions to different users or groups. Users can be given full access, read only access or no access enabling customers to limit access and prevent users from making changes.
- **Calling Fraud:** Calling fraud can be costly and difficult to detect. That's why CranCom's solution incorporates preventative measures to restrict behaviors- like identifying excessive international and even domestic calling activities- that forecast calling fraud. These measures include usage thresholds and may even require PINs before users can make calls.
- **Change Audit Logging:** CranCom's Partner portal maintains a comprehensive record of all changes made on the platform, making it easy to track them in your change audit log. Keeping an audit trail helps maintain system security by providing a clear record of the date, username, the IP address, and the operation for every system change.



## **EXAMPLE 2: Enhance your Remote Monitoring and Management**

Why go to the time and expense of going to a customer's physical location when you can do it all remotely? CranCom provides Partners with access to the tools they need to remotely identify and resolve problems. In our Partner portal you can view the registration status for each end user, their MAC address, their IP address, reboot SIP devices as well as make changes to SIP device settings remotely.

- **Remote SIP Device Monitoring and Management:** CranCom's UCaaS solution includes real time monitoring of SIP devices. Our tools allow our Partners to monitor the activities of end users, e.g., location, IP address, SIP device registration status, call details, etc. Partners can also capture details in their portal and forward those details to CranCom's level 2+ support engineers for problem resolution.
- **Remote Customer Support:** CranCom's Partners have access to everything they need to provide responsive, real-time assistance to clients, addressing concerns and resolving issues quickly. MSPs can access and trouble shoot client systems remotely, minimizing disruption and ensuring swift resolution of issues.

## **Example 3: Strengthen Business Continuity and Disaster Recovery**

CranCom's UCaaS solution is designed to keep your client's communications operational even in the face of unforeseen circumstances. Our 99.999% SLA ensures your customers will have their communications services available to them when required. Incorporating UCaaS into your service offerings gives you a natural way to start a conversation with your clients about how you can help them maintain business continuity and bolster their disaster recovery strategies.



- **Fully Geo-Redundant:** CranCom’s UCaaS platform is built on a fully redundant infrastructure, with five data centers located in diverse geographic regions. This architecture ensures that if one data center experiences an outage or failure, the system will automatically failover, maintaining seamless communication and minimizing any downtime.
- **All SIP Devices are Virtualized:** In our environment, SIP devices are not tethered to or communicate with specific servers. Using DNS SRV, a SIP device on our platform communicates with virtualized servers across all of our data centers and eliminates reliance on physical hardware and facilitates rapid recovery in case of a failure.

#### **Example 4: Expand Hardware and Software Procurement**

It is important to do a thorough evaluation of your customers’ existing infrastructure prior to implementing UCaaS to ensure there are no post-install service issues, and to ensure UCaaS services will operate optimally. Often Network evaluations reveal additional infrastructure components are required to not only support their UCaaS solution, but the additional managed services you will be providing. For this reason, offering UCaaS provides further justification for conducting the network evaluation itself as well as any hardware & software elements you deem necessary to properly support your customer.

- **SIP Capable Firewall:** Clients may require SIP capable firewalls to secure their communication infrastructure, opening up an opportunity to provide specialized firewall solutions tailored to their unique needs. Implementing a SIP capable firewall enables the MSP to understand the content of SIP traffic, providing more effective security policies and adding an additional layer of security to protect against threats.



- **Managed POE Switch:** Clients deploying UCaaS solutions benefit from PoE switch to power and manage their SIP handsets as well as additional IP devices on the network. A managed PoE switch capability enables IT administrators to identify and resolve potential issues before they escalate, ensuring a secure and stable network environment. It's perfect for applications like VLANs, QOS, port mirroring, and port security that require more control over the network. By offering PoE switches as part of your UCaaS package, you can deliver a more comprehensive solution.
- **SIP Handsets:** Providing handsets is another easy way to provide an all-inclusive solution. Typically rented to the customer, they can help MSPs improve their profit margins.
- **Cabling:** When implanting UCaaS you will find the client's existing cabling is not adequate- and that creates an opportunity to discuss modernizing their cabling infrastructure. Offering cabling services is a terrific way to ensure that clients have a reliable up to date LAN to support their UCaaS deployment.
- **UC Client & Mobile Application:** CranCom's UCaaS solution includes desktop and mobile applications that enable users to access communication tools from any device – provided at no cost to our Partners, MSPs can elect to charge for these services as part of a UCaaS deployment, while others offer them at no charge.

### **Example 5: Another Reason to Justify Data Backup & Recovery**

CranCom's UCaaS solution includes call recording capabilities which can generate additional backup, recovery and storage requirements for clients who need reliability. Long-term access to recorded calls. Including call recordings with your data backup and recovery service is another way to expand your service offerings.

- Call recordings are an incredibly valuable resource for businesses, providing insights into customer interactions, employee performance, and compliance.





- with industry regulations. As the volume of call recordings grows, the need for reliable data back and recovery does too.
- By providing data backup and recovery services you can ensure that your clients' call recordings are protected from accidental deletion, hardware failures, or other unforeseen events. This doesn't just protect your client's valuable data- it also positions your business as a trustworthy and reliable partner.

### **Example 6: Deliver Better Access Control**

Many end users require call boxes or magnetic lock systems as elements of their access control solution. CranCom's UCaaS solution integrates with these systems, enabling you to engage in a conversation with clients about how you can help them streamline. Access management and enhance physical security. It's a great way to elevate the value of your offerings-particularly for clients located in areas where security is a priority.

- **Call Box:** Allows visitors to connect directly with employees or security personnel for entry authorization. By offering call box integration, you can provide a more robust control solution.
- **Door Strike and Magnetic Lock System:** CranCom's UCaaS solution integrates with door strike and magnetic lock systems, enabling remote unlocking and making it easier for clients to control access to their facilities.

### **Adding UCaaS to Your Managed Services**

Integrating private label UCaaS into your existing managed services suite can provide tremendous value to both your clients and your company. Let's take a closer look at how.

- **One-stop solution:** By offering private label UCaaS you can offer your clients a comprehensive solution that caters to all their communication and collaboration needs-and position yourself as a trusted all in one provider.



- **Proactive monitoring and maintenance:** You can include continuous monitoring maintenance of the UCaaS system, so potential issues are resolved promptly, preventing downtime, and maintaining smooth operation for your clients.
- **Scalability and flexibility:** Since a private label UCaaS offering is easily scalable, its simpler for clients to meet their evolving needs without the hassle of complex contracts or multiple vendors.
- **Enhanced security:** With UCaaS you can provide robust security measures to protect your client’s sensitive information such as SIP encryption, firewall configuration, and device health monitoring.
- **Streamlined support:** By adding UCaaS you can offer a single point of contact for all their technological needs, streamlining communication for any technical issues that arise.
- **Cost savings:** By offering UCaaS as part of your managed services, you can offer clients cost effective solutions that reduce the need for in-house IT resources-creating more value for them and greater revenue potential for you.

By providing a comprehensive, scalable, and secure solution, you can help your clients stay competitive and connected at an affordable price. Adding UCaaS is an ideal way to enhance your client’s communication capabilities and position you as a go to authority in the technology reseller space.

## Creative Ways to Integrate UCaaS into Your Service Stack

Let’s take a closer look at some ways you can provide a more personalized experience for your customers when you deliver a UCaaS offering, so you can rise above the competition and build better relationships with your clients.

- **Program your customer support number as a speed dial for customers:** Make it easy for your clients to reach you whenever they need assistance. Programming your support number as a speed dial on their UCaaS devices gives clients an easy way to reach you when they need your support.



- **Integrate APIs and webhooks with customer applications:** CranCom's UCaaS platform includes APIs and webhooks, enabling you to create an integrated ecosystem tailored to your customers specific needs. For example, you could integrate the UCaaS platform with a CRM system, allowing users to initiate calls directly from the CRM interface or present information about the caller when answering a call.
- **Place your company logo on each SIP handset Screen:** Displaying your company logo on each SIP handset screen is a simple visual reminder of your partnership that can help you top-of-mind and reinforce the idea that you're an essential part of your customers success.

## **Add ARR and Profitability to Your Business**

When you add UCaaS to your service stack, you can deliver a comprehensive suite of communication and collaboration tools, enabling you to attract and retain clients while increasing profitability. Let's break down how this can work in practice.

### **Example of Revenue Opportunity:**

One 25 endpoint customers x \$25 per UCaaS endpoint = \$7,500 in Annual Recurring Revenue (ARR). \$7,500 x Typical Profit Margin of 50% = Gross Profit Margin of \$3750  
This is an example of a single customer. Imagine potential growth if you were to expand your customer base or provide additional UCaaS solutions to existing clients.

### **Cost to Private label CranCom's UCaaS:**

Your investment in UCaaS is minimal. There are no upfront fees or hidden costs. No Charge for onboarding, training, or support! Enjoy access to resources that help you implement UCaaS effectively, allowing you to keep costs low and focus on delivering value to your customers.



## **Closing Thoughts**

Adding UCaaS to your service stack is an incredible opportunity for business growth. It's a versatile suite of tools that lets you offer top-notch communication and collaboration capabilities, enhance security and disaster recovery, and stay on top of industry trends. And with managed services, there are even more ways to customize and optimize your offering.

The best part? The revenue opportunities are substantial and private-label UCaaS is surprisingly cost-effective, making it easy for resellers to get started.

Don't miss out. It's time to take your managed service business to the next level!