

- ✓ MSPs
- ✓ PBX Vendors
- ✓ IT Integrators

SmartChoice

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SMARTCHOICE

You Manage the Business. We Connect It.

MSP/PBX Vendor Guide to Protecting Your Revenue in a Cloud World

A Comprehensive Guide to Transitioning Your Clients from PBX to Cloud-Based Voice Networks Without Forklifting the Current Infrastructure

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Purpose of the Guide

In an increasingly cloud-centric market, staying competitive requires more than just traditional solutions.

This guide is designed to help MSPs and PBX vendors navigate the transition from on-premise PBX systems to cloud-based voice networks using a phased approach.

By breaking down the process into manageable steps, the guide aims to alleviate concerns, minimize disruption, and ensure a smooth transition for both service providers and their clients.





Market Trends and Future Predictions

The market for cloud-based voice networks is experiencing robust growth, driven by the increasing demand for flexible and scalable communication solutions. Key trends include:

Increased Adoption:

Businesses of all sizes are increasingly adopting cloud-based solutions to replace or augment their traditional PBX systems.

Unified Communications:

There is a growing trend towards unified communications, integrating voice, video, messaging, and collaboration tools into a single platform.

Remote Work:

The rise of remote and hybrid work models is accelerating the shift to cloud-based systems, which support seamless communication regardless of location.

AI and Automation:

Artificial intelligence and automation are being integrated into cloud-based communication platforms, offering features like intelligent call routing, virtual assistants, and enhanced analytics.

Future predictions indicate that the adoption of cloud-based voice networks will continue to rise, with advancements in AI, 5G, and IoT further enhancing their capabilities and integration with other business systems.

AI 5G
IoT





The Impact on MSPs and PBX Vendors

The shift to cloud-based voice networks has a profound impact on Managed Service Providers (MSPs) and PBX vendors:



Revenue Opportunities:

MSPs and PBX vendors can tap into new revenue streams by offering cloud-based solutions and related services.



Competitive Advantage:

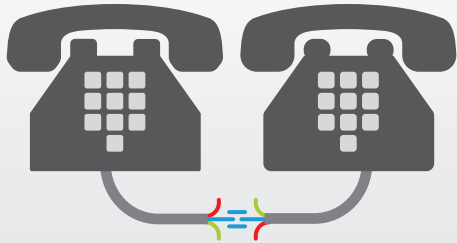
By adopting and promoting cloud-based voice networks, service providers can differentiate themselves in the market, offering more advanced and flexible solutions to their clients.



Client Retention:

Providing cloud-based solutions helps MSPs and PBX vendors meet the evolving needs of their clients, improving client satisfaction and retention.

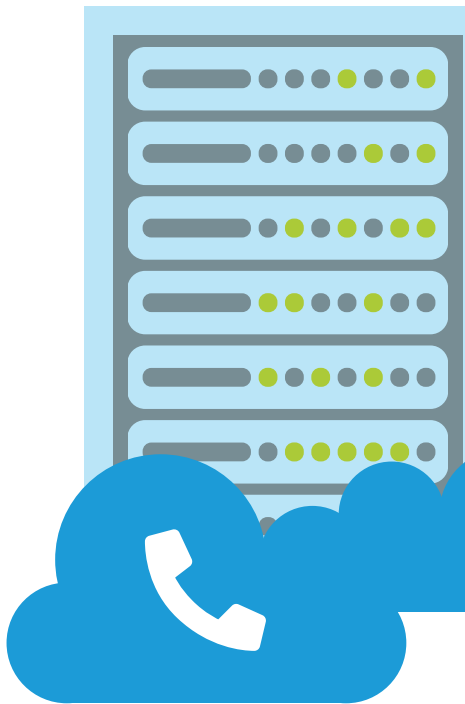
The evolution to cloud-based voice networks represents a significant opportunity for MSPs and PBX vendors to stay competitive, grow your revenue, and better serve your clients in a rapidly changing market landscape.



Historically, the only option was to rip-and-replace your customer's current telecom infrastructure, which can be costly and disruptive. There is a better way...

Overview of the Phased Approach:

Allowing business to continue to operate without slowing down is crucial. For modernizing any technology system, a phased approach involves breaking down the process into smaller, more manageable steps. This minimizes disruption to ongoing operations and allows for adjustments along the way.



How The Phased Approach Minimizes Risk And Disruption

Reduced Downtime:

By working in phases, we avoid complete system outage crippling business operations.

Controlled Testing Along The Way:

Identify any compatibility issues, bugs, or unexpected challenges, before rolling it out to the entire company.

Phased User Adoption:

Training users in small groups is more effective than training everyone at once.





Phase 1

- ✓ Replace existing Carrier Services.
- ✓ Install SmartChoice SIP Trunks/EPRI and port all phone numbers to SmartChoice across all locations on a scheduled date/time.
- ✓ Users will continue using the existing PBX system. All phones, phone programming, door integration, intercom, analog devices, fax lines, etc. coming off existing phone system will remain UNCHANGED.



Learn More About The Phased Approach to the Cloud



Phase 2

- ✓ Add integration with Microsoft Teams/SmartChoice Softphone. All users will be pre-programmed in the SmartChoice Omni web portal and connected to the Microsoft Tenant.
- ✓ Roll out apps for Softphone and Desktop integration that makes sense for the client.
- ✓ Users will be able to use both PBX desktop phone AND Teams/SmartChoice softphone.
- ✓ All incoming calls will ring on both endpoints.
- ✓ Both endpoints will show corporate outbound caller ID (or personal DID, whichever is preferred).



Learn More About The Phased Approach to the Cloud



Phase 3

- ✓ Decommission onsite PBX and introduce hosted VOIP handsets (if applicable) as the client feels appropriate.
- ✓ PBX handsets are decommissioned and 100% of staff are all moved over to hosted environment and Microsoft Teams/SmartChoice Softphone endpoints only.



Learn More About The Phased Approach to the Cloud

Benefits of the Phased Approach for You and Your Clients



Effective Cost
Management



Flexibility to Adapt and
Customize the Process



Incremental Training
and Support for
Smooth Transition



Minimal Disruption to
Business Operations

Next Steps:



Become a Cloud Migration Expert:

Position yourself as a trusted advisor, guiding clients through the cloud migration process. Highlight your expertise in the SmartChoice "Crawl, Walk, Run" methodology.



Proactive Communication with Clients:

Educate your clients about the changing landscape of voice networks and the benefits of cloud-based solutions. Address their concerns head-on with clear communication and cost-management.



Invest in Training and Resources:

Equip your team with the necessary skills and knowledge to implement and support cloud-based voice solutions. Partner with cloud providers like SmartChoice to access training resources and ongoing technical support.





SMARTCHOICE

You Manage the Business. We Connect It.

Let's Work Together!

Our dedicated team of professionals will equip you with the tools that you need. We create a mutually beneficial relationship committed to innovation, collaboration, and most importantly, growth.

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