

## UCaaS for SMEs: Best Practice Examples, But Alternatives Should Be Considered

IT Connection Blog by Gary Barton

Summary Bullets:

- Major competitors should be able to offer unified communications-as-a-service (UCaaS)
- Providers should work with customers/channels to create longer-term contracts that provide revenue stability with keener pricing as a reward for commitment

UCaaS is a much-hyped proposition/delivery model at the moment. The term is usually used to group together hosted IP voice alongside features such as instant messaging, audio/Web/video conferencing, email, fixed/mobile convergence (FMC) services such as single number dialling and collaboration services such as shared applications. The focus on a pay-per-use delivery model is understandable. UC remains a challenging sell, with northern European users in particular remaining sceptical. UC does not always deliver cost savings so much as gains in productivity, which can be hard to prove as return on investment. Thus a 'no upfront invest, no fixed term' message is very attractive and has encouraged many users, particularly SMEs, to take the plunge.

Read more of this post at <http://bit.ly/QZxGGK>

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