

CLOUD

Technology Insights

CLOUD COMMUNICATIONS EDITION

NOVEMBER - 1 - 2019

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TOP 10 CLOUD COMMUNICATIONS CONSULTING/SERVICES COMPANIES - 2019

The landscape of enterprise communications has evolved and at the centre of it, cloud-based communications service providers (CSPs) are driving innovation in the industry by empowering developers to take control of their communications. This has led to an increase in communications platform as a service (CPaaS) offerings and made XaaS more accessible.

Customer expectations also continue to change and are highly focused on quality and speed of service and support. In response, CSPs are at a crossroads, deciding where to partner with other cloud-based communications providers by consolidating services and where to compete by offering innovative features that deliver improved transparency and control to customers.

As a result of network virtualization from the increased adoption of cloud-based communications services, CSPs have automated their internal infrastructures and created software-defined networks that can collaborate with other communication applications and be offered to

customers. This cloud-based movement is also changing the industry standard from CSPs specializing in vertical stand-alone services to more industry-specific offerings that facilitate collaboration and access for customers. For example, CSPs operating in this model provide customers with comprehensive industry-tailored service offerings, such as secure cloud-based reporting tools for medical and financial applications, as well as cloud-based communication capabilities for transportation and hospitality sectors. As a result, we'll continue to see cloud-based CSPs that enable CPaaS players to deliver tailored cloud voice and messaging capabilities.

The future of CSPs is full of possibilities. The migration to cloud-based models offers enterprises and their customers a host of benefits, including more enhanced user experiences, lower costs, greater scalability, and flexibility of services.

We present to you the "Top 10 Cloud Communications Consulting/Services Companies - 2019"



Company:
Packet Fusion

Description:
Helps businesses become more agile, controlling costs and transit to cloud through their expert advisory services in telecommunications, cloud and contact center solutions

Key Person:
Matt Pingatore,
CEO

Website:
packetfusion.com

Packet Fusion

Connecting the Dots to the Cloud



Matt Pingatore

When it comes to innovative, cloud-based communication solutions, there's no shortage of options. However, all of these choices present a challenge for organizations—which ones will actually fit their business needs and budget?

This is where Packet Fusion plays a vital role, connecting the dots to the cloud and mapping ways to adopt the right solutions for each company's unified communications goals. They help them choose the best technology, ensure that all the applications

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The vast selection of cloud-based solutions makes it difficult for someone who isn't immersed in the technology every day to determine the best options. We help companies choose the right technology, ensure all the applications work together, and implement with minimal disruption

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work together, and implement them with minimal disruption.

Packet Fusion began by delivering voice-based business telecommunications solutions, but over the past 20 years has evolved into a cloud advisory firm that assists businesses in becoming more agile while reducing costs. Their expertise spans UCaaS, contact center, SD-WAN, and security solutions, to name a few. Their engineering team is trained and certified in top industry solutions, including 8x8.

The company's support team positions themselves as an extension of their clients'

employees and departments with the goal to help them define needs, roles, and governance and structuring plans to get to the cloud. "We solve client's challenges by streamlining their workflow and meeting their actual business needs," says Matt Pingatore, CEO of Packet Fusion.

From a client onboarding standpoint, the company runs the needs analysis for all the departments within an organization from client services, success managers to outbound sales, account executives, and finance to understand their

working process and tools they use. Packet Fusion then figures out ways to streamline communications through better, integrated tools.

Whether their clients prefer individualized tools for specific functions or a single unified communication infrastructure—cloud, hybrid, or on-premise—Packet Fusion caters to them all.

Additionally, Packet Fusion offers support for premised based ShoreTel/Mitel systems to ensure the communication process runs even when phone systems are down.

With a 25-year-plus reputation, Packet Fusion has many success stories. One example is Welk, a California-based developer and operator of luxury resorts and timeshares in the United States and Mexico. They handle timeshare and bookings for hundreds of resorts around the world—but they were trying to manage 750 agents in 10 contact centers with 20 different phone systems—none of which were integrated into a single solution. Collaboration, cross-selling and cross-employee help were nearly impossible.

Packet Fusion evaluated their situation and their customers' behavior, then recommended solutions for voice, email, web chat, and social channels to increase customer engagement. They then implemented the solutions and had them up and running in eight months.

Packet Fusion is enthusiastic about building long-term relationships with value-added resellers (VARs) like 8x8, white-labelling their solutions so they can install and maintain programs and provide tech support to clients directly. Packet Fusion is planning to expand its footprint in the market. "We are looking forward to several strategic acquisitions as transformation and revenue streams in the industry," says Pingatore. **CT**

