Media Coverage and Social Media Engagement Recap

COMPILED BY:
EMILY VASQUEZ, ERICA VASQUEZ,
MELANIE MARGOLESE & CARLEY APPEL

SkySwitch

EXECUTIVE SUMMARY

The SkySwitch marketing team conceived and executed a robust PR and Social communications plan that resulted in numerous media pickups for Vectors 2019, our annual user-group conference. After the conclusion of the conference, SkySwitch continued to be recognized in the news for 12 consecutive days via Telecom Reseller newsletters and podcasts, receiving positive editorial coverage from notable media outlets like UC Today, Telecom Reseller, ChannelVision News and TMCNet (as of November 15th, 2019) for what is classified as a “User Group” event.

- Original content featured **10 times** in The Sunday Report by Telecom Reseller
- Vectors 2019 banner ads ran **12 times** in The Sunday Report by Telecom Reseller
- SkySwitch’s Vectors 2019 mentioned on social media **100+ times**
- **12+** original articles covering SkySwitch during the Vectors 2019 event
- **2k+** exact match news release pickup on all Vectors 2019 related news releases
- **15 podcasts recorded** and distributed to the Telecom Reseller audience

Media Outlet Coverage

Reporting on how the world communicates.

Telecom Reseller Podcast Stats

- Each recorded podcast is sent to 46,000+ readers via 10 eBulletins
- Podcasts are published on iTunes, Spotify and Google Play
- Podcasts are promoted on Telecom Reseller social media

UC Today Audience

- Over 1 million unique visitors in 2018
- Audience Interests: Unified Communications, Collaboration, Contact Centre, Endpoints, Reviews.
- Audience Type: Technology Buyers, VARs/Channel Partners, Service Provicers, MSPs/System Integrators, Vendors

Over two-thirds of ChannelVision readers are “feet on the street” telecom and IT channel partners.

Includes MSP Today, TechZone360, Comm&Tech Blog by Rich Tehrani.

Media & Social Buzz Created Pre-Vectors (August 2019 - October 2019)

EXECUTIVE SKYSWITCH TEAM PODCASTS

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Home » Channel Daily News » Podcast: How SkySwitch Transforms Cloud Communications

Podcast: How SkySwitch Transforms Cloud Communications

August 30, 2019 // Channel Daily News, Cloud, Douglas Green, Podcasts, Press Releases, SkySwitch Blog

Vectors provides a special event for SkySwitch partner community

"We empower our resellers, and help them get more business, improve their EBITDA and generate a better revenue stream for their businesses," says Jayson Jones, VP of Sales at SkySwitch. Part of that reseller care includes an event called Vectors. "This is for them," says Jones about Vectors as an event focused on SkySwitch resellers. Vectors is an event where companies can learn about new opportunities, refine their approach and learn how to grow. In this podcast we learn that Jeff Pulver, a well-known figure in telecoms and UC, will be keynoting. Keenan will be talking about finding the "gap" to sell into, and his presentation includes an interactive session. Amy Lind will be there to keynote on Wednesday to offer a big view of the market. "Transform Cloud Communications" will be the theme. "We're going to assist our resellers on how to get there," says Jones. Jones feels that the event reflects the high value that SkySwitch places in the reseller. Jones says that the company tries to put the tools for success on a "silver platter", to make getting to a new level accessible to each reseller. Training sessions and sessions on how to prep a company for sale, will also be occurring. The event will include an expo featuring sponsor, Poly.

Visit www.vectors2019.com

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Home » Channel Daily News » Podcast: SkySwitch, imagine branding with distinction

Podcast: SkySwitch, imagine branding with distinction

August 26, 2019 // Channel Daily News, Douglas Green, Podcasts, Press Releases

The commodification of UC is a problem for the channel and SkySwitch is working to offer something different. In this podcast, Eric Hernaez, Founder and President of SkySwitch discusses how his company leads in offerings that are white labeled. The podcast offers a discussion of how SkySwitch enables their partners to go to market with unique products and services that stand out, create real value and improve customer loyalty. Hernaez describes a highly personalized approach to his partner community that in turn enables the partners to go to market with highly customized products. In October, SkySwitch will offer their reseller community a special conference, Vectors 2019, that will feature Jeff Pulver, a visionary of the UC world.

Visit www.skyswitch.com

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KEYNOTE SPEAKER STRATEGY

- News Release
  - SkySwitch + Vectors Blog
  - TelecomReseller.com
  - CloudCommunications.com
  - ChannelVisionMag.com
- Podcast
  - Telecom Reseller website + newsletter
  - Vectors Blog
  - Social Media
- Social Media
  - Cross-promotion

KEENAN

KEENAN NEWS RELEASE & PODCAST

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Home » Channel Daily News » Podcast: How to Mind the Gap in Your UCaaS Sales

Podcast: How to Mind the Gap in Your UCaaS Sales

September 18, 2019 // Channel Daily News, Douglas Green, Podcasts, Press Releases, SkySwitch Blog, UCaaS

According to Keenan, the price crises in UC might not have been caused by the commodification of UC and UCaaS services but because the channel is commodifying the customer. In this thought-provoking podcast, Keenan suggests that UC salespeople are selling products and services looking for solutions rather than the other way around. In the run up to his presentation at the Vectors 2019, Keenan suggests that the remedy is to listen, understand the challenges the customer has and sell solutions to those problems. Keenan calls this gap selling, a technique we get an introduction to in this podcast.

SkySwitch

Keenan is the CEO (and likes to describe himself as "Chief Antagonist") of A Sales Guy. He has authored "Not Taught" and "Gap Selling". Keenan offers sales training, recruiting, consulting and speaking services. He has been recognized as one of the top 30 social salespeople in the world by Forbes. He was also named one of the Top 50 Most Influential Sales and Marketing People by Top Sales World Magazine every year running, since 2012.

Visit www.vectors2019.com

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Home » Conference & Exhibition » Keenan, Founder and CEO of A Sales Guy Inc., to be Featured Keynote Speaker at SkySwitch's

Keenan, Founder and CEO of A Sales Guy Inc., to be Featured Keynote Speaker at SkySwitch's Vectors 2019

August 21, 2019 // Conference & Exhibition, Industry News, Market News, MSP, Press Releases

Globally recognized B2B sales consultant, author and speaker will provide actionable tips for SkySwitch resellers and MSPs.

TAMPA, FL — Aug. 21, 2019 — SkySwitch, the leading channel-exclusive white label Unified Communications as a Service (UCaaS) provider, has announced that Keenan, Founder and CEO of A Sales Guy Inc. will be a featured keynote speaker at SkySwitch's fourth-annual user group conference, Vectors 2019.

Vectors 2019 is designed to help SkySwitch resellers and MSPs transform their UCaaS businesses with expert-led content in the sales and marketing, technology and business tracks. Keenan is internationally recognized for authoring "Gap Selling" and "Not Taught" and as one of the top 30 social salespeople in the world by Forbes for his successful track record of B2B sales consulting and training. As a result of his acclaim and following, Keenan was chosen to kick off the sales-focused track by keynoting at Vectors 2019.

"Vectors 2019 is all about bringing SkySwitch resellers together and providing them with tools to transform their UCaaS businesses – and sales plays a key role in that," said SkySwitch's Vice President of Sales, Jayson Jones. " Learning how to effectively close deals, and more of them, is instrumental to accelerated growth. SkySwitch believes that Keenan's methodology of gap selling will resonate well with our resellers, providing them with an excellent takeaway that can be applied directly to their business."

KEENAN PROMOTIONAL VIDEO

KEENAN SOCIAL MEDIA BUZZ

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UNIFIED COMMUNICATIONS

Unified Communications Industry News

Keenan, Founder and CEO of A Sales Guy Inc., to be Featured Keynote Speaker at SkySwitch's Vectors 2019

By: SkySwitch via PR Newswire August 21, 2019 at 09:00 AM EDT

Keenan, Founder and CEO of A Sales Guy Inc., to be Featured Keynote Speaker at SkySwitch's Vectors 2019

TAMPA, Fla., Aug. 21, 2019 /PRNewswire/ -- SkySwitch, the leading channel-exclusive white label Unified Communications as a Service (UCaaS) provider, has announced that Keenan, Founder and CEO of A Sales Guy Inc. will be a featured keynote speaker at SkySwitch's fourth-annual user group conference, Vectors 2019.

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By TMC

vectors 2019 orlando

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Keenan, Founder and CEO of A Sales Guy Inc., to be Featured Keynote Speaker at SkySwitch's Vectors 2019

SOURCE SkySwitch

Globally recognized B2B sales consultant, author and speaker will provide actionable tips for SkySwitch resellers and MSPs.

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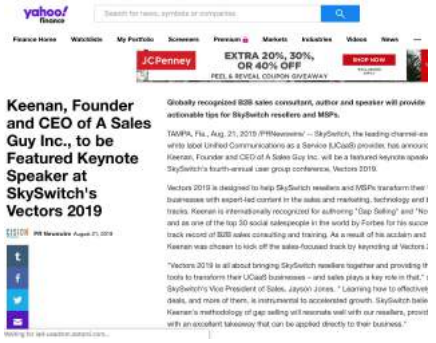
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JCPenney EXTRA 20%, 30%, OR 40% OFF SHOP NOW PEEL & REVEAL COUPON GIVEAWAY

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JEFF PULVER

JEFF PULVER NEWS RELEASE & PODCAST

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Home » Channel Daily News » Podcast: Jeff Pulver and the Golden Age of Voice

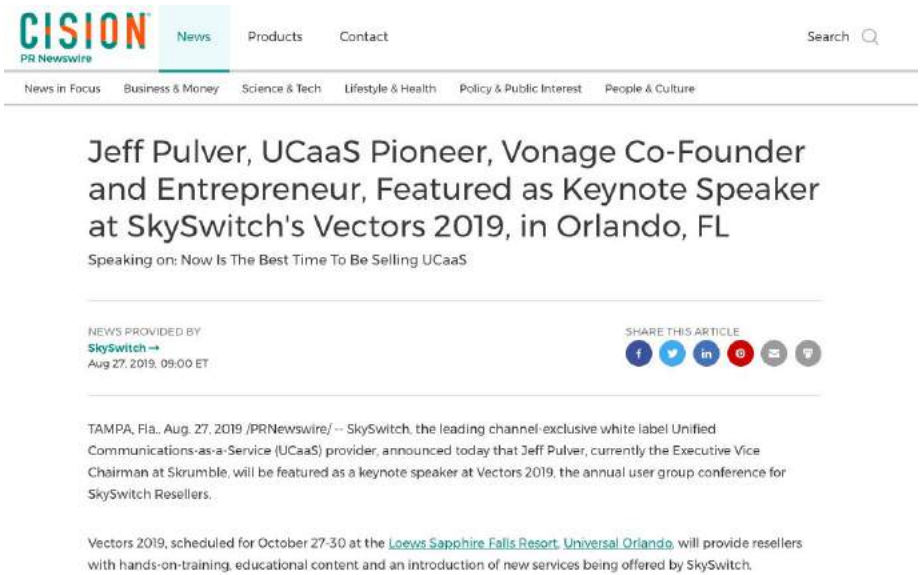
Podcast: Jeff Pulver and the Golden Age of Voice

September 4, 2019 // Channel Daily News, Douglas Green, Podcasts, Press Releases, SkySwitch Blog

Jeff Pulver, as Dean Acheson might have put it, was "present at the creation". In the nineties, as the newly deregulated telecoms market got underway and technologies that are still with us emerged, Pulver ran a media company offering publications and events on UC. Today, Pulver, who serves as Executive Vice Chairman at Skrumble, sees the coming decade as an age of promise in communications. "Now we're living in a time when dreams are happening, and that they are being fulfilled, and now a small company can compete with a large company on the delivery of services," says Pulver. "We are no longer disadvantaged because of our size."

In this podcast, Pulver previews his upcoming session, "Now Is the Best Time to Be Selling UCaaS" that will be at presented in SkySwitch's Vectors 2019 in October. While recognizing short term challenges, Pulver discusses his vision of an emerging era of invention and of positive change, especially for the channel, who will now be able to build unique solutions for their customers. Pulver discusses his concept of purple minutes, as part of the type of possibilities that await UC companies. "We will be living in an a age of digital bread crumbs," says Pulver. Pulver believes that in the coming decade, humans will be able to do something most previous generations were either unable to do or could only do through a select group of generational representatives: to leave a digital history of each individuals experiences, thoughts and hopes.

Visit www.vectors2019.com and www.skyswitch.com to learn about the conference.



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Jeff Pulver, UCaaS Pioneer, Vonage Co-Founder and Entrepreneur, Featured as Keynote Speaker at SkySwitch's Vectors 2019, in Orlando, FL

Speaking on: Now Is The Best Time To Be Selling UCaaS

NEWS PROVIDED BY
SkySwitch →
Aug 27, 2019, 09:00 ET

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TAMPA, Fla., Aug. 27, 2019 /PRNewswire/ -- SkySwitch, the leading channel-exclusive white label Unified Communications-as-a-Service (UCaaS) provider, announced today that Jeff Pulver, currently the Executive Vice Chairman at Skrumble, will be featured as a keynote speaker at Vectors 2019, the annual user group conference for SkySwitch Resellers.

Vectors 2019, scheduled for October 27-30 at the Loews Sapphire Falls Resort, Universal Orlando, will provide resellers with hands-on-training, educational content and an introduction of new services being offered by SkySwitch.

JEFF PULVER SOCIAL MEDIA BUZZ

Rich Tehrani has an audience of over 4k followers on Twitter.

Jeff Pulver has an audience of over 480k on Twitter.

AMY LIND

AMY LIND NEWS RELEASE & PODCAST

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Home » Channel Daily News » Podcast: Big Is Good, Small Customers Are Better: The 2020 UCaaS Market for Resellers

Podcast: Big Is Good, Small Customers Are Better: The 2020 UCaaS Market for Resellers

October 8, 2019 // Channel Daily News, Douglas Green, Podcasts, Press Releases, SkySwitch Blog, UCaaS

"There's a lot of money to be made going after the small businesses, and going after their communication needs," says Amy Lind, Research Manager, Communications Services and UCaaS for IDC. In this podcast, Lind discusses some observations she has made about the communications marketplace and the tendency of some companies to abandon the small scale customer in favor of trying to gain traction among larger enterprises. Lind will be presenting a session called, Big Is Good, Small Customers Are Better: The 2020 UCaaS Market for Resellers at SkySwitch's Vectors 2019. We hear a preview of what attendees will learn in this session.

SkySwitch

Lind feels the smaller end of the UCaaS market is practically neglected by some, and at the same time, smaller customers want integration and a mobility every bit as much as the enterprise. In this podcast we learn about what some of her research reveals and gain insights into building better strategy to gain and keep SMB customers. Lind outline the need to build a subscription model income and importance of product differentiation.

Learn about Vectors 2019 at www.vectors2019.com

CISION PR Newswire

Send a Release

SkySwitch's Vectors 2019 to Feature IDC's Amy Lind as Keynote

Leading Telecom Industry Research Analyst will provide key 2020 insights for telecom resellers, MSPs, IT professionals and business executives

NEWS PROVIDED BY
SkySwitch →
Sep 23, 2019, 09:00 ET

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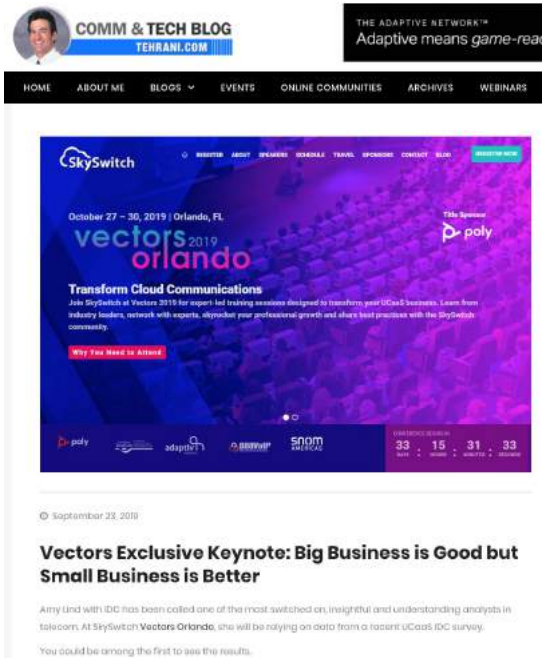
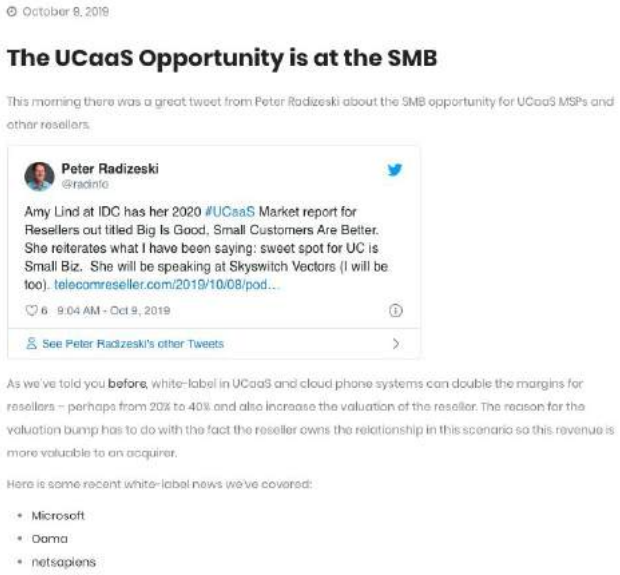
TAMPA, Fla., Sept. 23, 2019 /PRNewswire/ -- SkySwitch, the leading channel-exclusive white label Unified Communications as a Service (UCaaS) provider, has announced that Amy Lind, Research Manager at International Data Corporation (IDC), will be one of three featured keynote speakers at SkySwitch's annual user group conference, Vectors 2019 in Orlando, FL, during the three day conference that is scheduled for October 27-30th at the Loews Sapphire Falls Resort.

AMY LIND of IDC's SOCIAL MEDIA BUZZ



Peter Radizeski has an audience of over 4k Twitter followers.



Peter's Tweet sparked this blog by Rich Tehrani.

VECTORS 2019 SESSION TEASERS & SPONSOR PARTICIPATION

VECTORS 2019 SESSION CONTENT TEASERS

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Home » Channel Daily News » How Microsoft Teams and UCaaS Are A Great Match for Telecom Resellers

How Microsoft Teams and UCaaS Are A Great Match for Telecom Resellers

October 10, 2019 // Channel Daily News, Channels: Dealers, Distributors, Resellers & VARs, Conference & Exhibition, Industry News, Market News, Microsoft, Microsoft Teams, PBX, Press Releases, UCaaS

TeamMate Technology Founder to Tell How To Make It All Work Together

SkySwitch

WILLIAMSTOWN, MASS. – OCTOBER 10, 2019 – Combining Microsoft Teams with leading UCaaS platforms like SkySwitch will open up a world of new possibilities for businesses and telecom resellers in 2020. At Vectors 2019, the annual SkySwitch User Group Conference, TeamMate Technology founder and Managing Director, Micah Singer, will explain to SkySwitch's resellers why team collaboration platforms are vital to them in the coming months and years.

Singer's session, "Will Microsoft Teams Replace Your PBX," provides a hands-on orientation to the Team Collaboration market, who the players are, why it's important now and a trove of detailed insights on Microsoft's most recent foray into the telecom market with Teams, the heir to Skype for Business. Singer will present recommendations for resellers and service providers to respond to this latest evolution for business communications services.

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Podcast: Will Microsoft Teams replace the PBX, what's happening in collaboration?

October 10, 2019 // Channel Daily News, Douglas Green, Microsoft, Microsoft Teams, PBX, Podcasts, Press Releases, SkySwitch Blog

SkySwitch

Micah Singer, the Managing Director of TeamMate Technology thinks that Teams will not replace the PBX and at the same time Singer thinks that Teams and the collaboration it enables is extremely attractive to the enterprise. In this podcast, Singer preview his Vectors 2019 presentation: Will Microsoft Teams replace the PBX, what's happening in collaboration? Singer expects, "…evolution, not revolution" and discusses how Microsoft's current approach leaves ample room for other technology companies to focus on adding to Teams to create customized experiences. Singer gives us overview of his Flagship product, the TeamMate Connector, which connects any business phone system to Microsoft Teams. TeamMate Connector is sold through the channel and Singer tells us about the channel opportunities and benefits to the end users.

Learn more about the Vectors 2019 Conference at www.Vectors2019.com and visit www.teammatetechnology.com

E911 SESSION FEATURED ON CHANNELVISION NEWS

Exploring E911 at Vectors 2019

POSTED BY GERALD BALDINO ON OCTOBER 18, 2019 IN CHANNEL MANAGEMENT

"E911 in 2020" will be a breakout topic at this year's SkySwitch user group conference, Vectors 2019, scheduled for October 27 – 30 at the Loews Sapphire Falls Resort in Orlando, FL.

The panel will feature Fulton County Georgia's Director of Emergency Services, Joe Barasoain, and the City of Baltimore's Director of 911 Services, Captain Scott L. Brillman.

Moderated by SkySwitch's Vice President of Business Development, Harlan Hamlin, the three will explore the changes ahead that resellers, and their customers, need to be aware of in the next 12 months.

"Kari's Law came into effect late in 2018 and is just one example of what resellers need to be apprised of, so their customers avoid unnecessary risks, and the liability associated with those, when it comes to dialing 911," said SkySwitch President Eric Hernaez. "At many conferences this year, a lot of the attention was focused on robocalling and STIR/Shaken, so while we're covering that topic as well, we felt that as annoying as those calls can be, that we'd shed light on something that can save lives, stop crimes, or help those in need with just a phone call."

READ ALSO: **Around the Horn: CV TV, WISPAPALOOZA & Upcoming Webinars**

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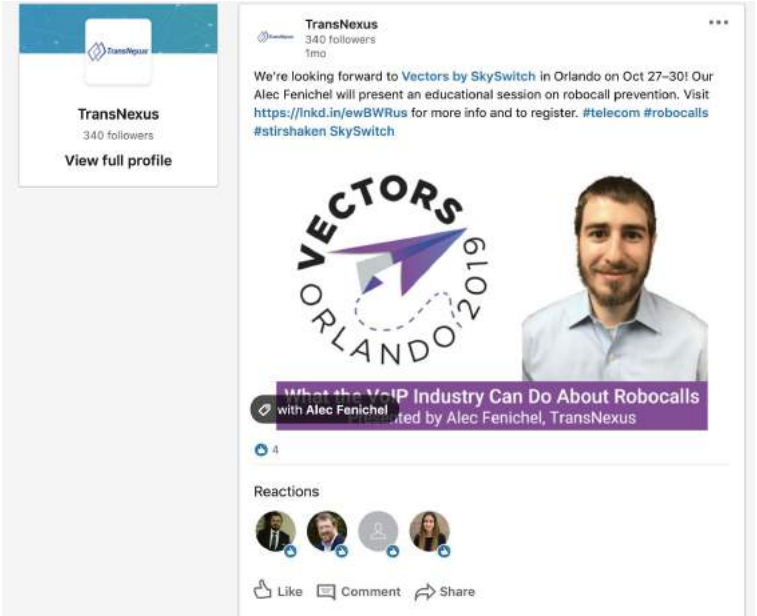
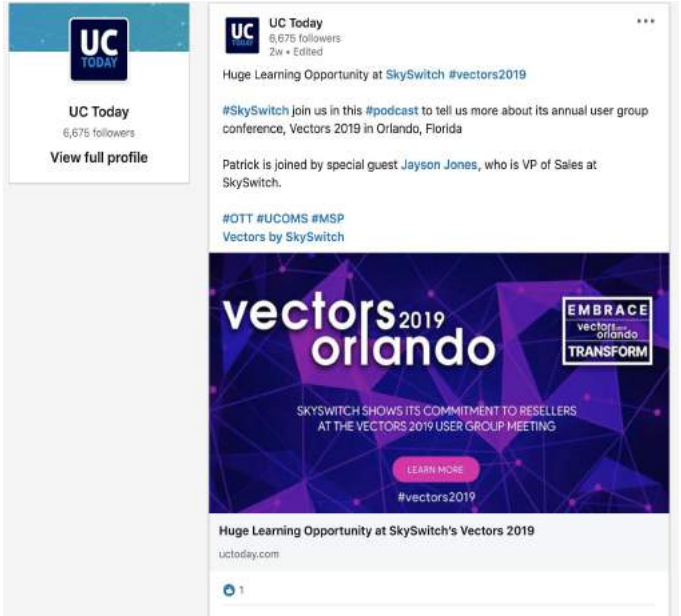
SOCIAL MEDIA CONTENT TEASERS





SPONSOR PROMOTION PARTICIPATION: POLY PODCAST

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Home » Channel Daily News » Podcast: Why Poly Keeps Coming Back to Vectors

Podcast: Why Poly Keeps Coming Back to Vectors

September 16, 2019 // Channel Daily News, Douglas Green, Podcasts, Poly, Press Releases, SkySwitch Blog

"We're so impressed with SkySwitch and Vectors," says Darren Knapp, Director, Global ITSP Sales Team at Poly. "It's just a great group of people, great technology and the way they treat their partner community is second to none." In this podcast Knapp tells us why Poly is committed to Vectors 2019. Knapp describes the conference as a strong place to find committed people who are growing their businesses. Knapp says that listening is part of the opportunity and that SkySwitch's dedicated partner community have valuable input for Poly in its product development and research.

SkySwitch

"We've got you covered," says Knapp. In this podcast Knapp discusses how the new company of Poly, created from the merger of Plantronics and Polycom, is, as Knapp puts it, "...the end point of choice." Knapp notes how Poly works with almost any installed products and platforms. Knapp describes his job as, "kid in the candy store", with Poly's extensive choice of wearable and desktop products. Knapp describes how those products define Poly's mission, "The Power of Many", which among other things means that Poly can stay with you as you move from one site to another, to mobile. Knapp tells us that at this year's Vectors 2019, Poly will be debuting two new products:

- VVX 230 – a new stand-alone DECT wireless phone
- Trio 8300 – a new entry-level conference phone that also does video and content sharing

Knapp says the SkySwitch partners understand the Poly story of value. "The chink in the (cloud communications) armor," says Knapp," can be the phones. Knapp values the people he finds at Vectors, who value, value.

Visit www.skyswitch.com and www.vectors2019.com

Darren James Knapp

Director, Global Cloud & Service Providers Group at Poly

View full profile

Darren James Knapp • 2nd

Director, Global Cloud & Service Providers Group at Poly

1mo

Have a listen! Here's a podcast with me and Doug Green talking about Polycom and Plantronics becoming Poly and our title sponsorship @ Vectors by SkySwitch!

TELECOM

Podcast: Why Poly Keeps Coming Back to Vectors

telecomreseller.com

8

Reactions

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Podcast: Why Poly Keeps Coming Back to Vectors

Darren Knapp

Director, Global Cloud & Services Provider Group

Poly

SkySwitch

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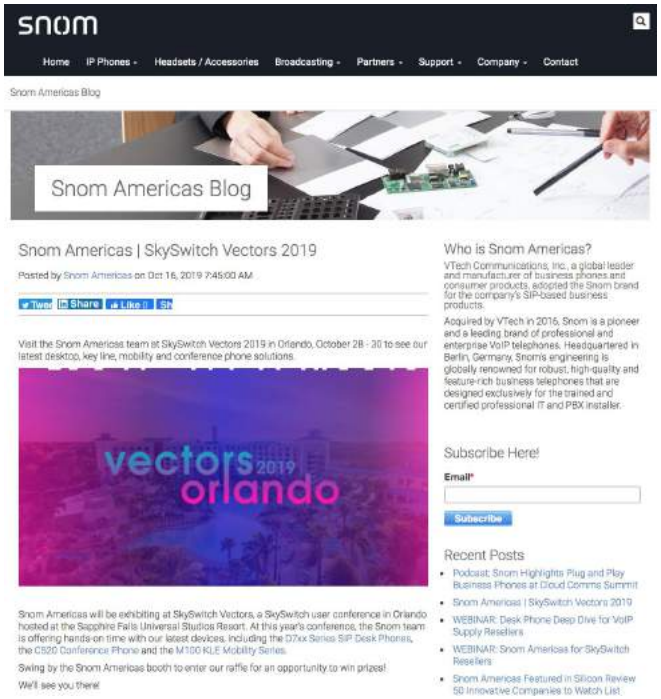

"Our panel this morning at SkySwitch Vectors was about what we in the media see in the tech space. I ended up discussing how we need to emphasize selling results or outcomes. I posited that the main thing an MSP does is to provide technology to customers for outcomes while making the tech invisible. (Remember this!)"

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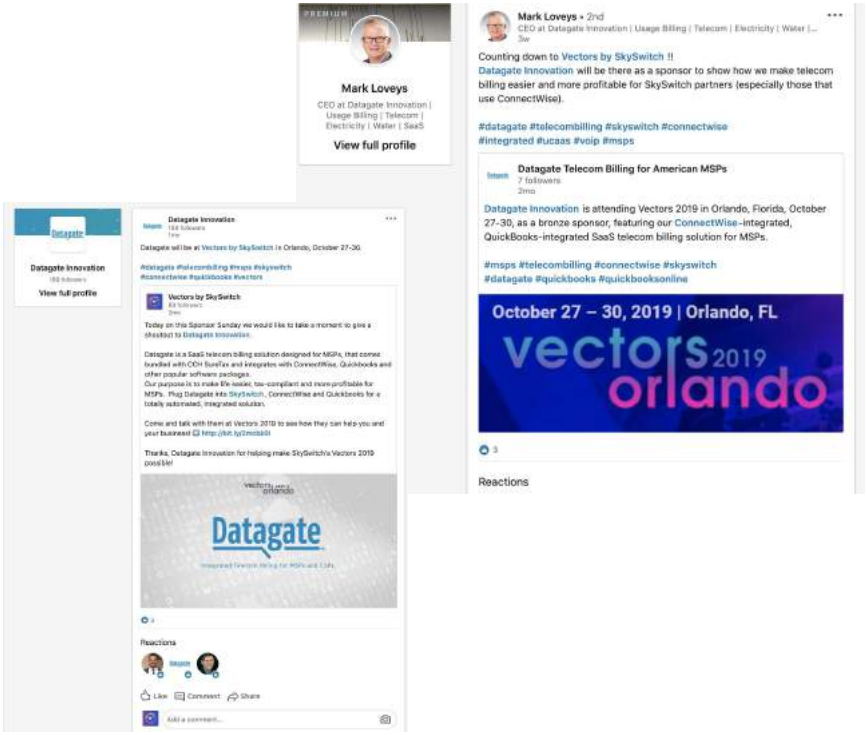

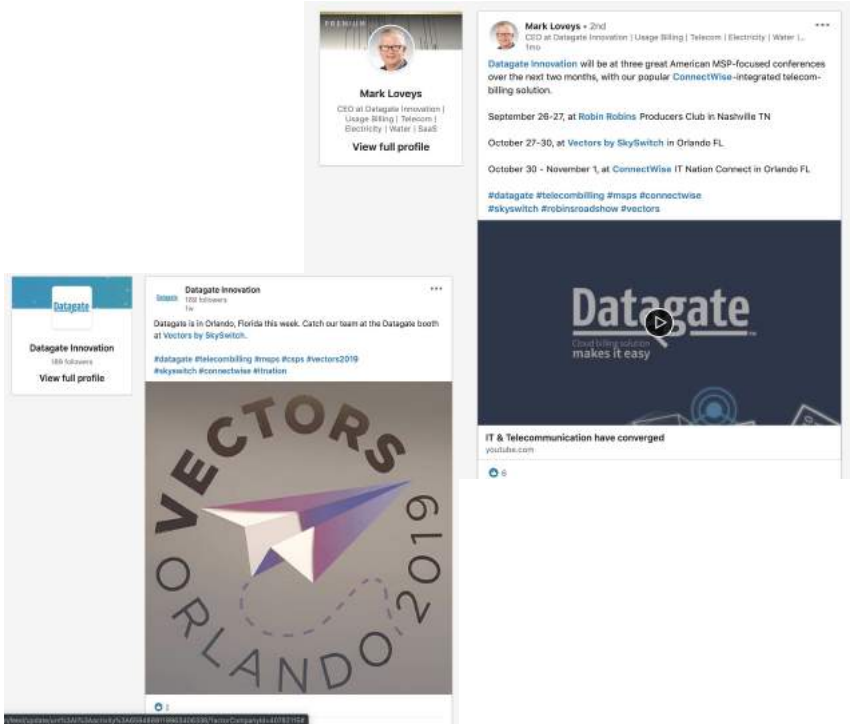

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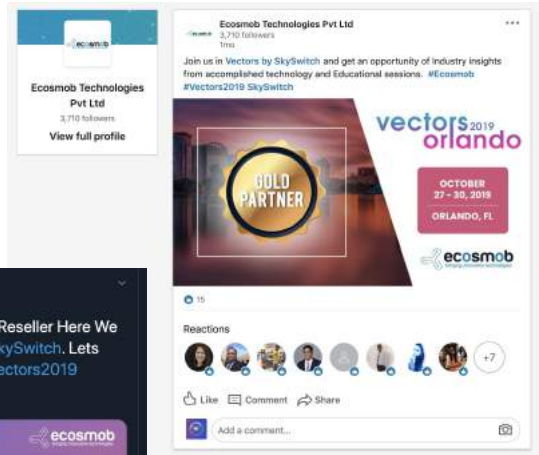

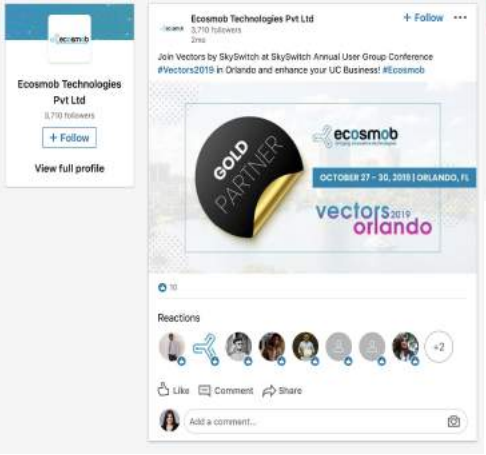

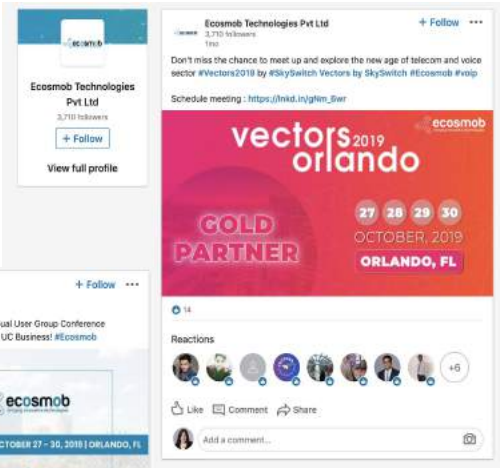

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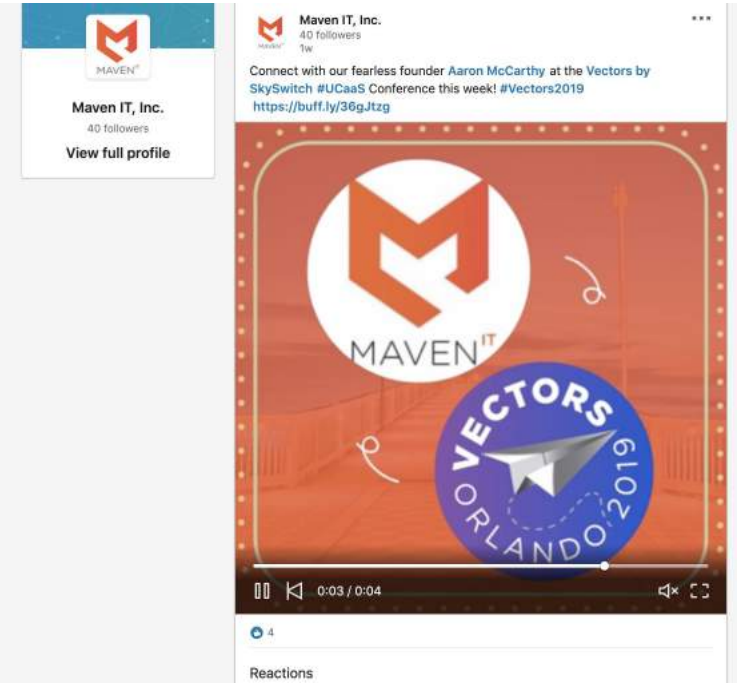

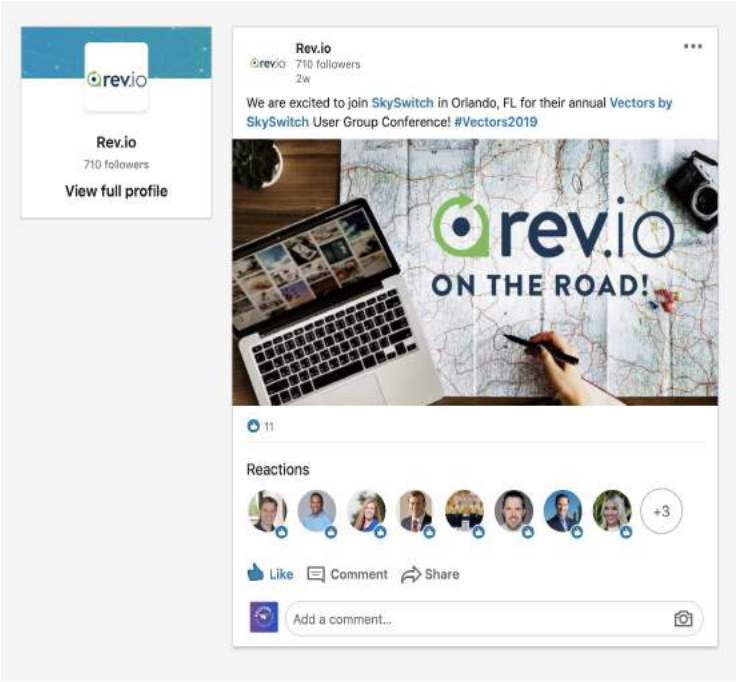

Media Coverage & Social Media Buzz During Vectors (Oct 27 - Oct 31)

MEDIA COVERAGE STRATEGY

- News Release Cycle
  - Monday - SkySwitch News (CVA Support, SIP Trunking, Smart IVR)
  - Tuesday - SkySwitch Store (Adaptiv SD-WAN, Compliancy Group)
  - Wednesday - Partner Brands (3CX SIP Trunking, DataGate)

- Multimedia Approach
  - On-site Video Interviews (TMCNet + UC Today)
  - On-Site Podcasts (Telecom Reseller + UC Today)
  - Editorial Coverage (TMCNet, ChannelVision News + UC Today)

ADVANCED SIP TRUNKING ANNOUNCEMENT AT VECTORS

FEATURED IN CHANNELVISION NEWS

"This new version of the storefront also makes it easier for resellers to sell SIP trunks because it is configured not only for end-users to purchase them, but also to support the SIP trunks they sell. By allowing end-users to manage phone numbers and call-forwarding, they have great control and flexibility."

FEATURED IN UC TODAY

"User adoption and experience are a key facet of any technology platform's success and SkySwitch recognised this with the development of the new service offering partners and customers a simple and speedy way of managing Advanced SIP."

INTERNET TELEPHONY

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SkySwitch Launches New SIP Trunking Storefront at Vectors 2019

By Erik Linask, Group Editorial Director | October 28, 2019

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One of the themes that were clear during the opening day at Vectors 2019, the annual SkySwitch user conference, was usability. While the benefits of Unified Communications (News - Alert) have been well documented and UC can enables businesses to communicate and collaborate more effectively than ever, many businesses have yet to migrate from their legacy solutions because it's simply not easy enough to make the change.

Understanding that simplifying migration will benefit its reseller and MSP partners – as well as its total user base – SkySwitch has focused heavily on usability and ensuring its partners have the tools they need to transition businesses easily. Earlier this year, SkySwitch, took some of the complexity out of UC deployments when it launched its network readiness tool, which allows its partners to pre-qualify customers for UCaaS deployment and identify potential trouble spots that might create quality issues.

Today, at Vectors, SkySwitch took yet another step in helping its partners deliver next generation communications to businesses by releasing new features to its Advanced SIP Trunking program, announcing a completely customizable online storefront as part of its reseller dashboard, the portal its resellers use daily. The enhancements are intended to reduce deployment time, getting end customers up and running faster.

FEATURED IN TMCNET

VECTORS ORLANDO 2019

"Today, at Vectors, Skyswitch took yet another step in helping its partners deliver next generation communications to businesses by releasing new features to its Advanced SIP Trunking program, announcing a completely customizable online storefront as part of its reseller dashboard, the portal its resellers use daily.

The enhancements are intended to reduce deployment time, getting end customers up and running faster."

NEWS RELEASE PICKUP

SkySwitch

Media Coverage and Social Media Engagement Recap

CVA ANNOUNCEMENT AT VECTORS

AMERICAS

Cloud Voice Alliance (CVA) Launched During Vectors 2019

A new industry group - aiming to be the voice of local UCaaS providers in the US - has been unveiled with the support of SkySwitch

PATRICK WATSON OCTOBER 29, 2019

CLOUD VOICE ALLIANCE

VECTORS ORLANDO 2019

The communications industry has transformed considerably over recent years. The traditional market model has been altered by new entrants to the industry in the form of aggressive over the top providers and cloud giants. Resellers and service providers have been required to change their go-to-market approaches to remain relevant and competitive.

Even after changing their modes of operations, channel centric providers may still be at a disadvantage when they come up against larger competitors. Unity appears to be the best way for smaller providers to ensure their voices are heard within and increasingly crowded industry.

During Vectors 2019, SkySwitch's annual user conference, the inaugural meeting of the Cloud Voice

Popular Posts

Mitel

UCaaS Leader Mitel gets New CEO

SPEAKER CALLOUT

Expert Speakers Wanted for UC Summit 2020

UC TRENDS 2020

UCaaS Trends 2020 Round Table:

FEATURED ON UC TODAY

"UC Today spoke with the CVA's Executive Director, Jeff Dworkin, to understand more about the group's structure and objectives. Providing its members with tools, cutting edge technology, consolidated buying power and industry visibility the CVA hopes to aide its members so that they can be as successful as possible in the rapidly expanding UCaaS market."

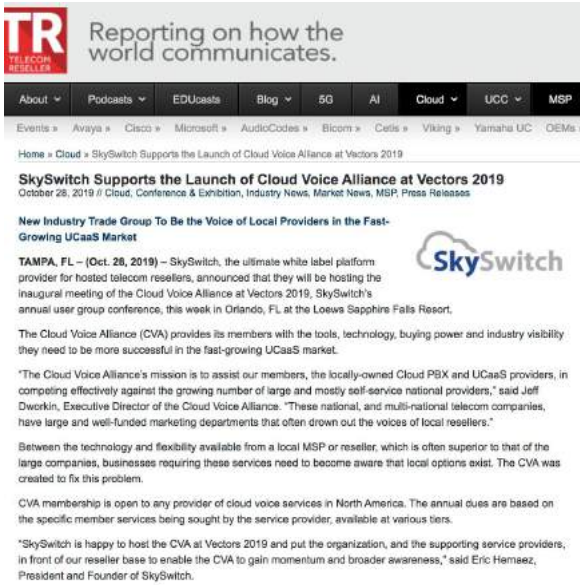
FEATURED ON TMCNET

"Today, the Cloud Voice Alliance officially launched and held its inaugural meeting at Vectors 2019, looking to bring together a community of local resellers and MSPs to combine resources and provide each of its members the tools, technology, buying power, and industry visibility to compete with larger players."

FEATURED ON CHANNELVISION NEWS

"The CVA provides its members with the tools, technology, buying power and industry visibility they need to be more successful in the fast-growing UCaaS market."

NEWS RELEASE PICKUP



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Home » Cloud » SkySwitch Supports the Launch of Cloud Voice Alliance at Vectors 2019

SkySwitch Supports the Launch of Cloud Voice Alliance at Vectors 2019

October 28, 2019 // Cloud, Conference & Exhibition, Industry News, Market News, MSP, Press Releases

New Industry Trade Group To Be the Voice of Local Providers in the Fast-Growing UCaaS Market

SkySwitch

TAMPA, FL – (Oct. 28, 2019) – SkySwitch, the ultimate white label platform provider for hosted telecom resellers, announced that they will be hosting the inaugural meeting of the Cloud Voice Alliance at Vectors 2019, SkySwitch's annual user group conference, this week in Orlando, FL at the Loews Sapphire Falls Resort.

The Cloud Voice Alliance (CVA) provides its members with the tools, technology, buying power and industry visibility they need to be more successful in the fast-growing UCaaS market.

"The Cloud Voice Alliance's mission is to assist our members, the locally-owned Cloud PBX and UCaaS providers, in competing effectively against the growing number of large and mostly self-service national providers," said Jeff Dworkin, Executive Director of the Cloud Voice Alliance. "These national, and multi-national telecom companies, have large and well-funded marketing departments that often drown out the voices of local resellers."

Between the technology and flexibility available from a local MSP or reseller, which is often superior to that of the large companies, businesses requiring these services need to become aware that local options exist. The CVA was created to fix this problem.

CVA membership is open to any provider of cloud voice services in North America. The annual dues are based on the specific member services being sought by the service provider, available at various tiers.

"SkySwitch is happy to host the CVA at Vectors 2019 and put the organization, and the supporting service providers, in front of our reseller base to enable the CVA to gain momentum and broader awareness," said Eric Hemaez, President and Founder of SkySwitch.

Cloud Communications Alliance

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SkySwitch Supports the Launch of Cloud Voice Alliance at Vectors 2019

by Amy Ralls | Oct 28, 2019 | CCA Vendor News | 0 comments

SkySwitch

New Industry Trade Group To Be the Voice of Local Providers in the Fast-Growing UCaaS Market

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PRESS RELEASE

SkySwitch Supports the Launch of Cloud Voice Alliance at Vectors 2019

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SOURCE SkySwitch

New Industry Trade Group To Be the Voice of Local Providers in the Fast-Growing UCaaS Market

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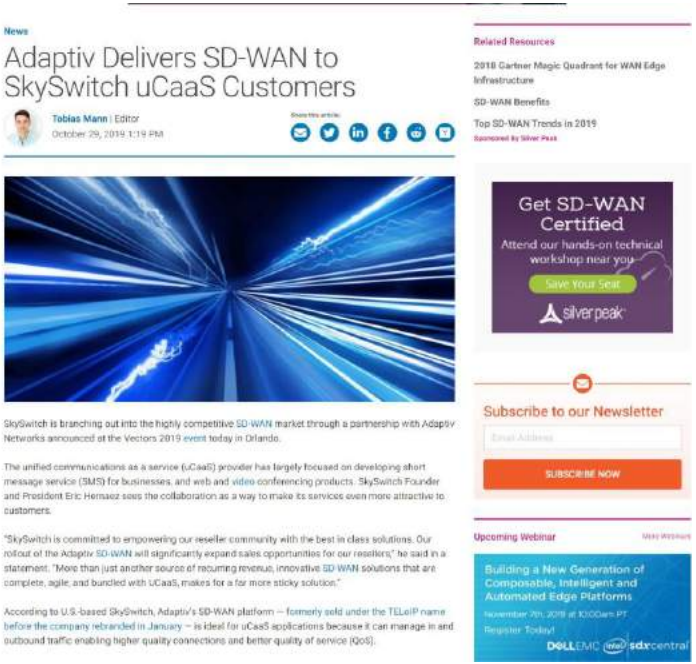
The Cloud Voice Alliance (CVA) provides its members with the tools, technology, buying power and industry visibility they need to be more successful in the fast-growing UCaaS market.

SD-WAN ANNOUNCEMENT AT VECTORS

FEATURED ON CHANNELNOMICS

"Both vendors are 100% channel driven and have a focus on SMBs, which are increasingly moving more of their workloads and data to the cloud and need reliable connectivity."



News

Adaptiv Delivers SD-WAN to SkySwitch uCaaS Customers

Tobias Mann | Editor
October 29, 2019 1:19 PM

SkySwitch is branching out into the highly competitive SD-WAN market through a partnership with Adaptiv Networks announced at the Vectors 2019 event today in Orlando.

The unified communications as a service (UCaaS) provider has largely focused on developing short message service (SMS) for businesses, and web and video conferencing products. SkySwitch Founder and President Eric Hernaez sees the collaboration as a way to make its services even more attractive to customers.

"SkySwitch is committed to empowering our reseller community with the best in class solutions. Our rollout of the Adaptiv SD-WAN will significantly expand sales opportunities for our resellers," he said in a statement. "More than just another source of recurring revenue, innovative SD-WAN solutions that are complete, agile, and bundled with UCaaS, makes for a far more sticky solution."

According to U.S.-based SkySwitch, Adaptiv's SD-WAN platform — formerly sold under the TELeIP name before the company rebranded in January — is ideal for uCaaS applications because it can manage in and outbound traffic enabling higher quality connections and better quality of service (QoS).

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FEATURED ON SDX CENTRAL

"By leveraging Adaptiv Networks' SD-WAN platform, SkySwitch aims to capitalize on the growing number of small-to-medium-size businesses shifting their operations to the cloud.

However, SkySwitch isn't selling directly to enterprises. Instead, the company is working with managed service providers (MSPs) to put its white-label services in the hands of customers."

Vectors 2019: SkySwitch, Adaptiv Unveil SD-WAN Collaboration to Reseller Community

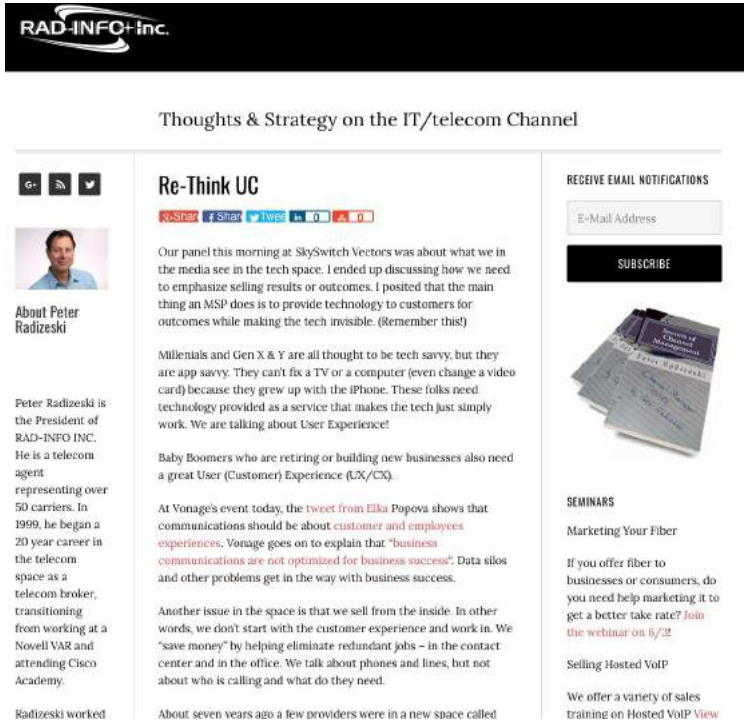
READ ALSO: FirstLight Adds Spectrotel to its Wholesale Partner Program

FEATURED ON CHANNELVISION NEWS

“The value proposition behind a collaboration between UCaaS and cloud-managed SD-WAN offering is relatively intuitive. In order for end customers to take full advantage and be fully satisfied with UCaaS capabilities, there must be a high-level of quality and reliability in the network delivering those UCaaS services.”

NEWS RELEASE PICKUP

GENERAL MEDIA COVERAGE



RAD-INFO Inc.

Thoughts & Strategy on the IT/telecom Channel

Re-Think UC

Re-Share Share Twee 0 0

Our panel this morning at SkySwitch Vectors was about what we in the media see in the tech space. I ended up discussing how we need to emphasize selling results or outcomes. I posited that the main thing an MSP does is to provide technology to customers for outcomes while making the tech invisible. (Remember this!)

Millenials and Gen X & Y are all thought to be tech savvy, but they are app savvy. They can't fix a TV or a computer (even change a video card) because they grew up with the iPhone. These folks need technology provided as a service that makes the tech just simply work. We are talking about User Experience!

Baby Boomers who are retiring or building new businesses also need a great User (Customer) Experience (UX/CX).

At Vonage's event today, the tweet from Elka Popova shows that communications should be about customer and employees experiences. Vonage goes on to explain that "business communications are not optimized for business success". Data silos and other problems get in the way with business success.

Another issue in the space is that we sell from the inside. In other words, we don't start with the customer experience and work in. We "save money" by helping eliminate redundant jobs – in the contact center and in the office. We talk about phones and lines, but not about who is calling and what do they need.

About seven years ago a few providers were in a new space called

About Peter Radizeski

Peter Radizeski is the President of RAD-INFO INC. He is a telecom agent representing over 50 carriers. In 1999, he began a 20 year career in the telecom space as a telecom broker, transitioning from working at a Novell VAR and attending Cisco Academy.

Radizeski worked

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FEATURED ON CHANNEL PLAYBOOK

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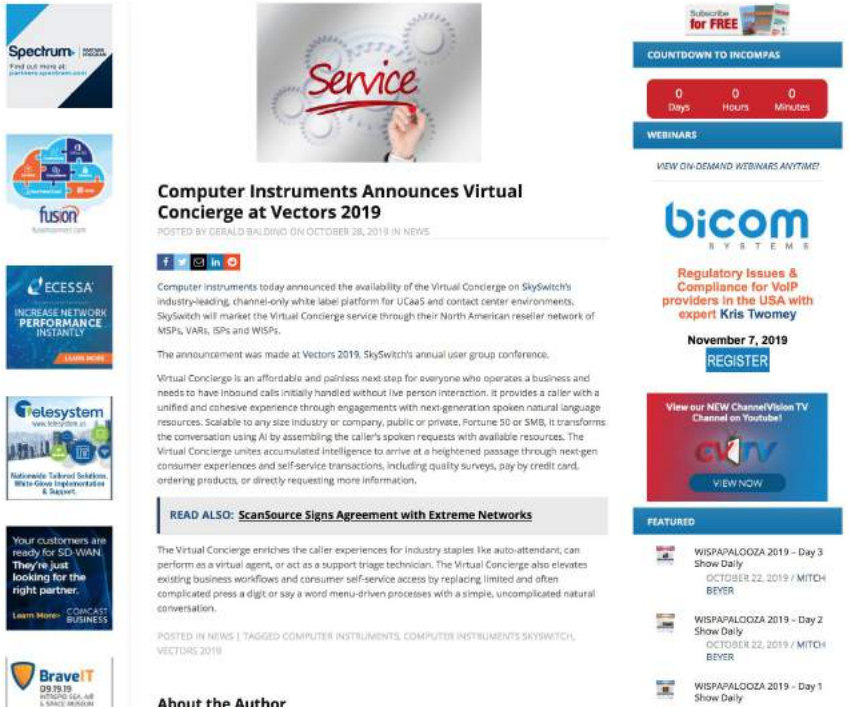


FEATURED ON CHANNELVISION NEWS

"Computer Instruments today announced the availability of the Virtual Concierge on SkySwitch's industry-leading, channel-only white label platform for UCaaS and contact center environments. SkySwitch will market the Virtual Concierge service through their North American reseller network of MSPs, VARs, ISPs and WISPs."

FEATURE NEWS

From Keenan to Julian Marley, Vectors 2019 Brought Energy to the SkySwitch Community

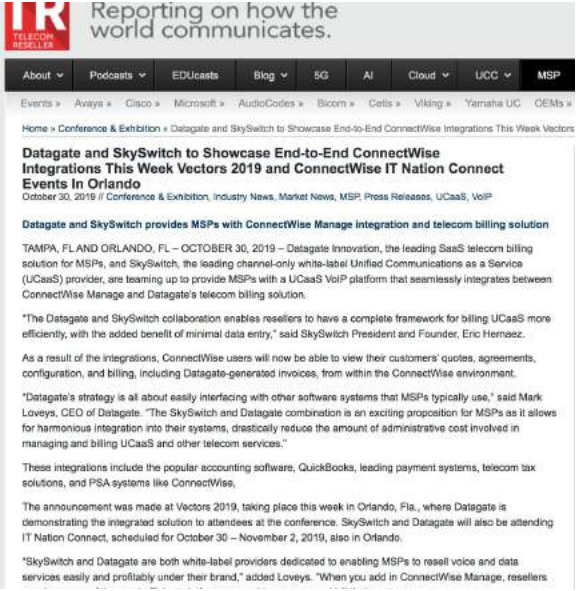
By Erik Linask / October 29, 2019

In what could only be described as an energy-filled keynote, sales consultant Keenan took the stage on the first day at Vectors 2019, SkySwitch's annual user conference. The event is an ideal opportunity for SkySwitch resellers to meet and hear from a variety of technology leaders, including SkySwitch execs and many of its hardware and software partners. The ultimate goal, of course, is to help SkySwitch's resellers and MSPs learn about the latest innovation that will help them sell and deliver communications services to their business customers.

FEATURED ON TECHZONE360

"The evening brought the SkySwitch community from the conference venue to Hard Rock Live at Universal CityWalk in Orlando for a private concert by Julian Marley, son of reggae legend Bob Marley. He and his band didn't disappoint, treating attendees to an energy-filled performance adding a modern twist to the reggae style for which his father was known – only appropriate for the level of energy SkySwitch's partners all exhibited throughout the day."

NEWS RELEASE PICKUP



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Home » Conference & Exhibition » Datagate and SkySwitch to Showcase End-to-End ConnectWise Integrations This Week Vectors

Datagate and SkySwitch to Showcase End-to-End ConnectWise Integrations This Week Vectors 2019 and ConnectWise IT Nation Connect Events In Orlando

October 30, 2019 // Conference & Exhibition, Industry News, Market News, MSP, Press Releases, UCaaS, VoIP

Datagate and SkySwitch provides MSPs with ConnectWise Manage integration and telecom billing solution

TAMPA, FL AND ORLANDO, FL – OCTOBER 30, 2019 – Datagate Innovation, the leading SaaS telecom billing solution for MSPs, and SkySwitch, the leading channel-only white-label Unified Communications as a Service (UCaaS) provider, are teaming up to provide MSPs with a UCaaS VoIP platform that seamlessly integrates between ConnectWise Manage and Datagate's telecom billing solution.

"The Datagate and SkySwitch collaboration enables resellers to have a complete framework for billing UCaaS more efficiently, with the added benefit of minimal data entry," said SkySwitch President and Founder, Eric Hernaez.

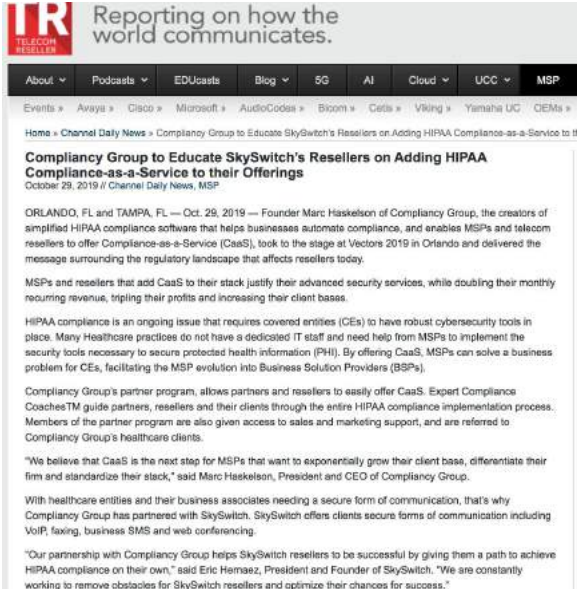
As a result of the integrations, ConnectWise users will now be able to view their customers' quotes, agreements, configuration, and billing, including Datagate-generated invoices, from within the ConnectWise environment.

"Datagate's strategy is all about easily interfacing with other software systems that MSPs typically use," said Mark Loveys, CEO of Datagate. "The SkySwitch and Datagate combination is an exciting proposition for MSPs as it allows for harmonious integration into their systems, drastically reduce the amount of administrative cost involved in managing and billing UCaaS and other telecom services."

These integrations include the popular accounting software, QuickBooks, leading payment systems, telecom tax solutions, and PSA systems like ConnectWise.

The announcement was made at Vectors 2019, taking place this week in Orlando, Fla., where Datagate is demonstrating the integrated solution to attendees at the conference. SkySwitch and Datagate will also be attending IT Nation Connect, scheduled for October 30 – November 2, 2019, also in Orlando.

"SkySwitch and Datagate are both white-label providers dedicated to enabling MSPs to resell voice and data services easily and profitably under their brand," added Loveys. "When you add in ConnectWise Manage, resellers



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Compliancy Group to Educate SkySwitch's Resellers on Adding HIPAA Compliance-as-a-Service to their Offerings

October 29, 2019 // Channel Daily News, MSP

ORLANDO, FL and TAMPA, FL — Oct. 29, 2019 — Founder Marc Haskelson of Compliancy Group, the creators of simplified HIPAA compliance software that helps businesses automate compliance, and enables MSPs and telecom resellers to offer Compliance-as-a-Service (CaaS), took to the stage at Vectors 2019 in Orlando and delivered the message surrounding the regulatory landscape that affects resellers today.

MSPs and resellers that add CaaS to their stack justify their advanced security services, while doubling their monthly recurring revenue, tripling their profits and increasing their client bases.

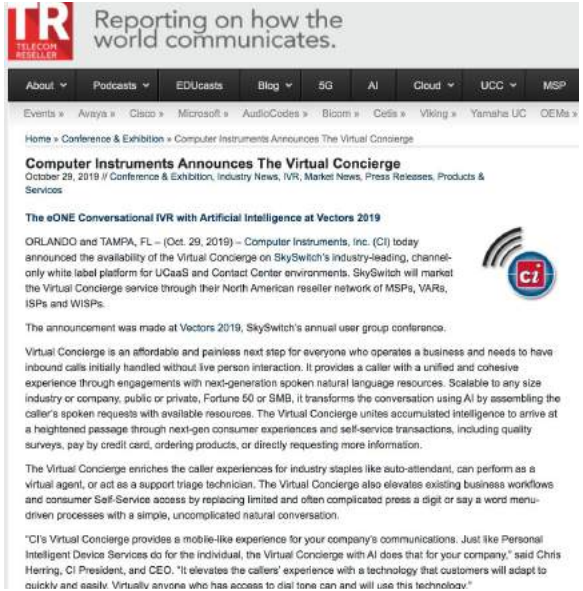
HIPAA compliance is an ongoing issue that requires covered entities (CEs) to have robust cybersecurity tools in place. Many Healthcare practices do not have a dedicated IT staff and need help from MSPs to implement the security tools necessary to secure protected health information (PHI). By offering CaaS, MSPs can solve a business problem for CEs, facilitating the MSP evolution into Business Solution Providers (BSPs).

Compliancy Group's partner program, allows partners and resellers to easily offer CaaS. Expert Compliance CoacheeTM guide partners, resellers and their clients through the entire HIPAA compliance implementation process. Members of the partner program are also given access to sales and marketing support, and are referred to Compliancy Group's healthcare clients.

"We believe that CaaS is the next step for MSPs that want to exponentially grow their client base, differentiate their firm and standardize their stack," said Marc Haskelson, President and CEO of Compliancy Group.

With healthcare entities and their business associates needing a secure form of communication, that's why Compliancy Group has partnered with SkySwitch. SkySwitch offers clients secure forms of communication including VoIP, faxing, business SMS and web conferencing.

"Our partnership with Compliancy Group helps SkySwitch resellers to be successful by giving them a path to achieve HIPAA compliance on their own," said Eric Hernaez, President and Founder of SkySwitch. "We are constantly working to remove obstacles for SkySwitch resellers and optimize their chances for success."



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Computer Instruments Announces The Virtual Concierge

October 29, 2019 // Conference & Exhibition, Industry News, IVR, Market News, Press Releases, Products & Services

The eONE Conversational IVR with Artificial Intelligence at Vectors 2019

ORLANDO and TAMPA, FL – (Oct. 29, 2019) – Computer Instruments, Inc. (CI) today announced the availability of the Virtual Concierge on SkySwitch's industry-leading, channel-only white label platform for UCaaS and Contact Center environments. SkySwitch will market the Virtual Concierge service through their North American reseller network of MSPs, VARs, ISPs and WISPs.

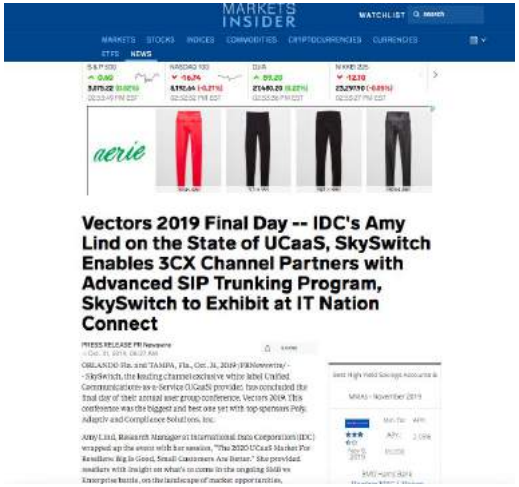
The announcement was made at Vectors 2019, SkySwitch's annual user group conference.

Virtual Concierge is an affordable and painless next step for everyone who operates a business and needs to have inbound calls initially handled without live person interaction. It provides a caller with a unified and cohesive experience through engagements with next-generation spoken natural language resources. Scalable to any size industry or company, public or private, Fortune 50 or SMB, it transforms the conversation using AI by assembling the caller's spoken requests with available resources. The Virtual Concierge unites accumulated intelligence to arrive at a heightened passage through next-gen consumer experiences and self-service transactions, including quality surveys, pay by credit card, ordering products, or directly requesting more information.

The Virtual Concierge enriches the caller experiences for industry staples like auto-attendant, can perform as a virtual agent, or act as a support triage technician. The Virtual Concierge also elevates existing business workflows and consumer Self-Service access by replacing limited and often complicated press a digit or say a word menu-driven processes with a simple, uncomplicated natural conversation.

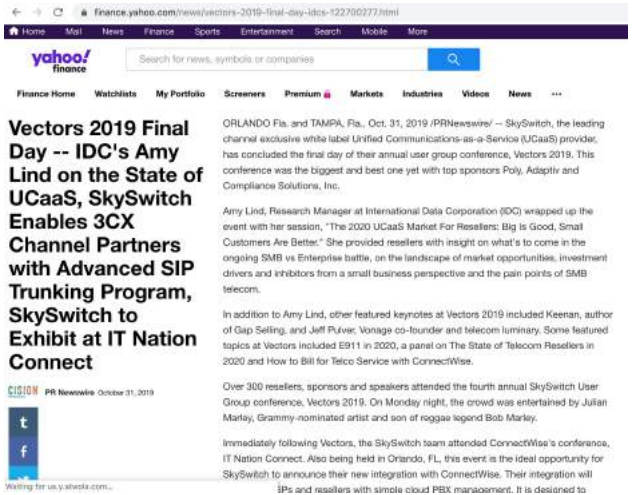
"CI's Virtual Concierge provides a mobile-like experience for your company's communications. Just like Personal Intelligent Device Services do for the individual, the Virtual Concierge with AI does that for your company," said Chris Herring, CI President, and CEO. "It elevates the callers' experience with a technology that customers will adapt to quickly and easily. Virtually anyone who has access to dial tone can and will use this technology."

NEWS RELEASE PICKUP



MARKETS INSIDER

Vectors 2019 Final Day -- IDC's Amy Lind on the State of UCaaS, SkySwitch Enables 3CX Channel Partners with Advanced SIP Trunking Program, SkySwitch to Exhibit at IT Nation Connect



yahoo! finance

Vectors 2019 Final Day -- IDC's Amy Lind on the State of UCaaS, SkySwitch Enables 3CX Channel Partners with Advanced SIP Trunking Program, SkySwitch to Exhibit at IT Nation Connect

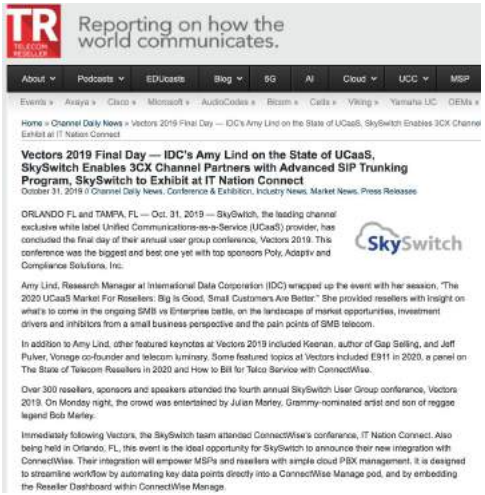
ORLANDO Fla. and TAMPA, Fla., Oct. 31, 2019 /PRNewswire/ -- SkySwitch, the leading channel exclusive white label Unified Communications-as-a-Service (UCaaS) provider, has concluded the final day of their annual user group conference, Vectors 2019. This conference was the biggest and best one yet with top sponsors Poly, Adaptiv and Compliance Solutions, Inc.

Amy Lind, Research Manager at International Data Corporation (IDC) wrapped up the event with her session, "The 2020 UCaaS Market For Resellers: Big Is Good, Small Customers Are Better." She provided resellers with insight on what's to come in the ongoing SMB vs Enterprise battle, on the landscape of market opportunities, investment drivers and inhibitors from a small business perspective and the pain points of SMB telecom.

In addition to Amy Lind, other featured keynotes at Vectors 2019 included Keenan, author of Gap Selling, and Jeff Pulver, Vonage co-founder and telecom luminary. Some featured topics at Vectors included E911 in 2020, a panel on The State of Telecom Resellers in 2020 and How to Bill for Telco Service with ConnectWise.

Over 300 resellers, sponsors and speakers attended the fourth annual SkySwitch User Group conference, Vectors 2019. On Monday night, the crowd was entertained by Julian Marley, Grammy-nominated artist and son of reggae legend Bob Marley.

Immediately following Vectors, the SkySwitch team attended ConnectWise's conference, IT Nation Connect. Also being held in Orlando, FL, this event is the ideal opportunity for SkySwitch to announce their new integration with ConnectWise. Their integration will



TR Reporting on how the world communicates.

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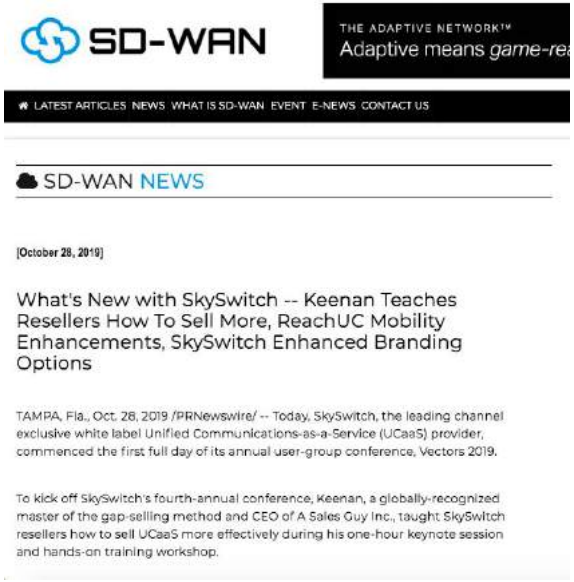
NEWS RELEASE PICKUP



SD-WAN

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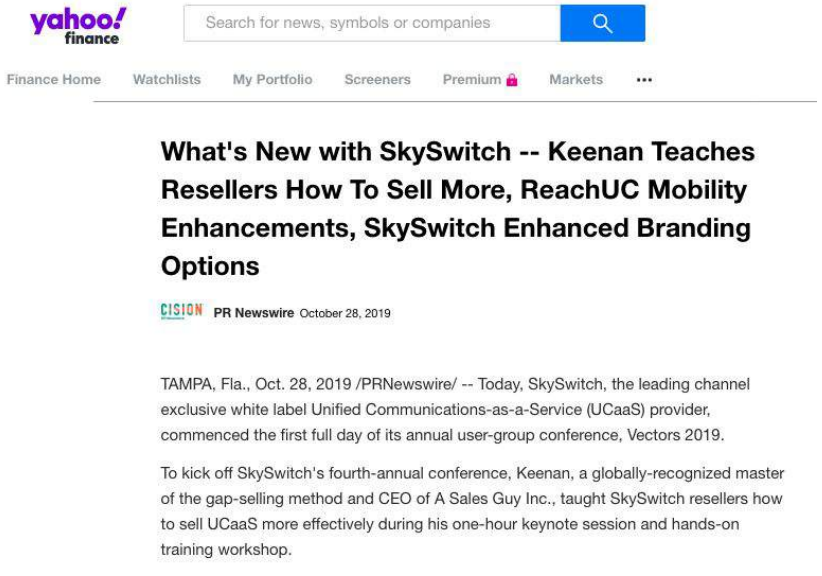
SD-WAN NEWS

[October 28, 2019]

What's New with SkySwitch -- Keenan Teaches Resellers How To Sell More, ReachUC Mobility Enhancements, SkySwitch Enhanced Branding Options

TAMPA, Fla., Oct. 28, 2019 /PRNewswire/ -- Today, SkySwitch, the leading channel exclusive white label Unified Communications-as-a-Service (UCaaS) provider, commenced the first full day of its annual user-group conference, Vectors 2019.

To kick off SkySwitch's fourth-annual conference, Keenan, a globally-recognized master of the gap-selling method and CEO of A Sales Guy Inc., taught SkySwitch resellers how to sell UCaaS more effectively during his one-hour keynote session and hands-on training workshop.



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What's New with SkySwitch -- Keenan Teaches Resellers How To Sell More, ReachUC Mobility Enhancements, SkySwitch Enhanced Branding Options

CISION PR Newswire October 28, 2019

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SOCIAL MEDIA STATISTICS

OVERALL SOCIAL MEDIA ENGAGEMENT

SOCIAL MEDIA ENGAGEMENT BY PLATFORM

SOCIAL MEDIA MENTIONS

PATRICK WATSON - UC TODAY

Patrick Watson • 3rd+
Journalist at UC Today
1w

Chatting with IDC's Amy Harris Lind about her #keynote speech at this year's Vectors by SkySwitch. #Video to come from UC Today which will summarise her presentation which focused on analysing the 2020 #UCaaS market for resellers. Keep your eyes peeled for the full interview next week.

#vectors2019 #ucoms #analysis #uctrends

Patrick Watson • 2nd
Journalist at UC Today
1w •

Keep your eye for a #video interview on UC Today with President and Founder of SkySwitch, Eric Hernaez. Recorded during this week's Vectors by SkySwitch, Eric fills us in on all of the news and announcements from this year's event.

#vectors2019 #ucoms #UCaaS

Patrick Watson • 2nd
Journalist at UC Today
1w •

Fascinating discussion here at Vectors by SkySwitch reviewing the #E911 requirements for resellers and service providers in the US.

A lot of concern about ensuring that costs are fairly provisioned between providers, customers and emergency services.

#Karislaw #Vectors2019 #UCaaS

Patrick Watson • 2nd
Journalist at UC Today
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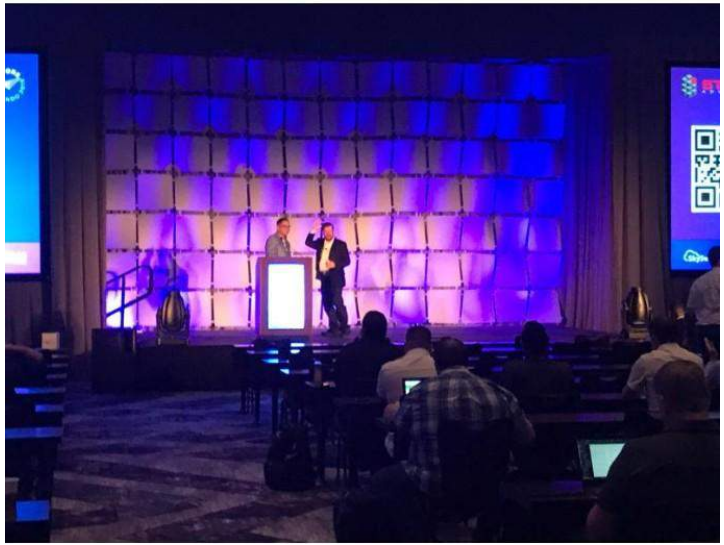
Interesting #mergerandacquisition focused session on here at Vectors by SkySwitch. A selection of experts taking to the stage giving the SkySwitch partners advice on how to make their businesses attractive to potential buyers.

#ucoms #UCaaS #vectors2019



Patrick Watson • 2nd
Journalist at UC Today
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A new independent industry body has been officially launched here during Vectors by SkySwitch. The Cloud Voice Alliance aims to bring together the #UCaaS reseller and service provider community to create a powerful new industry force. Full story here UC Today...

#vectors2019 #ucoms #serviceproviders #resellers

Cloud Voice Alliance (CVA) Launched During Vectors 2019

uctoday.com

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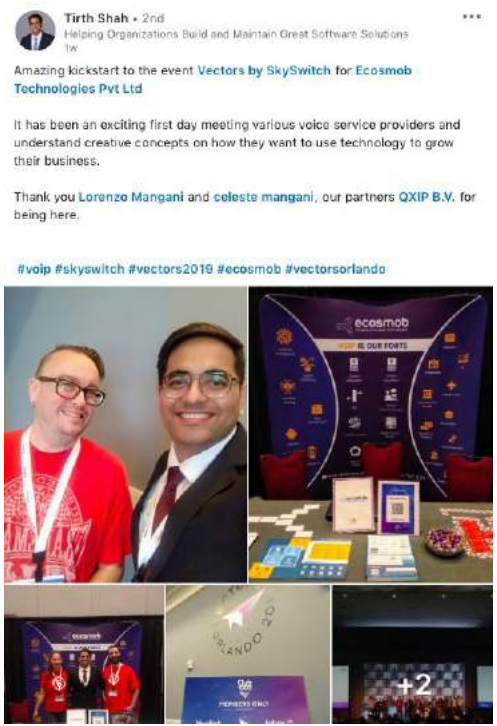
Tirth Shah • 2nd
Helping Organizations Build and Maintain Great Software Solutions
1w
Amazing kickstart to the event Vectors by SkySwitch for Ecosmob Technologies Pvt Ltd
It has been an exciting first day meeting various voice service providers and understand creative concepts on how they want to use technology to grow their business.
Thank you Lorenzo Mangani and celeste mangani, our partners QXIP B.V. for being here.
#voip #skyswitch #vectors2019 #ecosmob #vectorsorlando
ecosmob
+2

Ecosmob Technologies Pvt Ltd
1w
The Best Time to Be Selling UCaaS. We learn more about how Google Analytics tracks inbound calls and much more. Steamed up for another day! #SkySwitch #Vectors2019 Vectors by SkySwitch
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Scott McClelland • 1st
Nice meeting you Guys in Orlando! All the best.
Tirth Shah • 1st
Same here Scott, lets catch up over a call next week!

Tirth Shah • 1st
Helping Organizations Build and Maintain Great Software Solutions
1w
Day Two at Vectors by SkySwitch: A very busy day with an amazing keynote by Jeff Pulver and lots of great conversations - all leading to exciting times ahead!
Thank you everyone at SkySwitch and TMC for arranging this wonderful event.
#voip #skyswitch #vectors2019 #ecosmob #vectorsorlando
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52
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"What?! You haven't heard of the Snom KLE Mobility Solution for #SMB?! That's preposterous! I'm so upset I'm throwing this ruggedized handset!"

Don't worry, they're built tough so even Bill McClain can't break them.
https://lnkd.in/gwXmfFQ

#vectors #vectors2019 #DECT #mobility #solution SkySwitch - Vectors by SkySwitch

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Day 2 at SkySwitch - Vectors by SkySwitch is underway!

Getting a lot of questions at our booth about who we distribute with, so taking a moment to put our partners to work!

VoIP Supply Donald Stefanie

#partner #distributor #businessphone #vectors #vectors2019

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Hello? Yeah, Hi, I'm going to have to call you back. Busy (wo)manning the Snom booth at SkySwitch Vectors by SkySwitch

Paige Huff

#voipphone #businessphone #vectors #vectors2019

ADAPTIV NETWORKS

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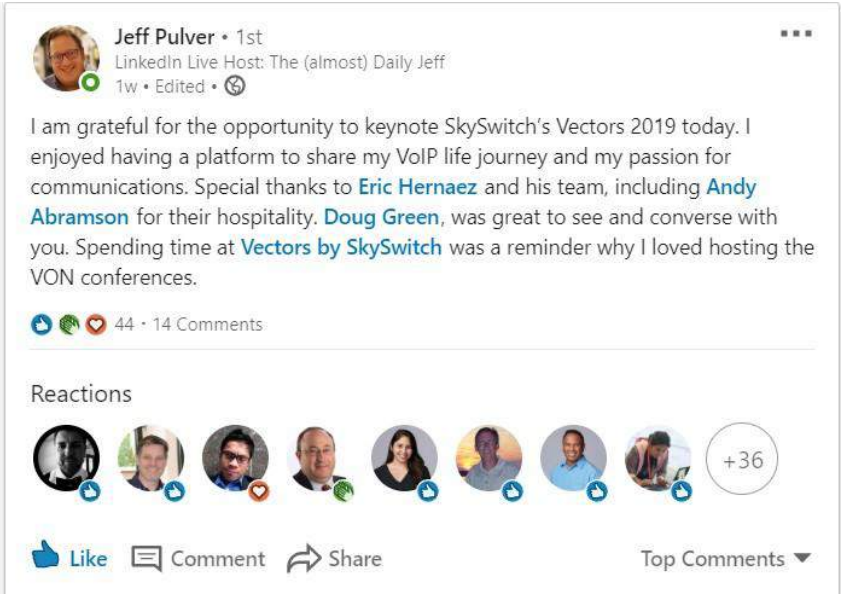


Media Coverage & Social Buzz Post-Vectors (Nov 1st - Present)

VIDEO INTERVIEWS AT VECTORS 2019

SkySwitch Annual User Group Conference, Vectors 2019, Monday Highlights

Title Sponsor Interview at Vectors 2019 Telecom Conference with Darren Knapp from Poly

TMC Interview with Keenan from A Sales Guy, Inc. at Telecom Conference Vectors 2019

Vectors 2019 Telecom Conference Interview with Blake McKeeby, CTO at SkySwitch

Vectors 2019 Telecom Conference Interview with Jayson Jones, VP of Sales at SkySwitch

TMC Interview with Adaptiv Networks CEO, Bernard Breton at Telecom Conference Vectors 2019

TMC Interview with Jeff Dworkin, Managing Director, of Cloud Voice Alliance at Vectors 2019

TMC Interview with Jeff Pulver, Executive Vice Chairman at Skrumble, at Vectors 2019

TMC Interview with Micah Singer, Managing Director at TeamMate Technology at Vectors 2019

TMC Interview with Mike Harvey, Regional Sales Manager at Snom, at Telecom Conference Vectors 2019

TMC Interview with Marc Haskelson, President and CEO of Compliancy Group at Vectors 2019

TMC Interview with Mark Lammert, President of Compliance Solutions, Inc. at Vectors 2019

TMC Interview with Barry Hunt, President of ACC Telecom, at Telecom Conference Vectors 2019

SkySwitch's Annual User Group Conference, Vectors 2019 Event Recap

TMC Interview with Tirth Shah from Ecosmob at Telecom Conference Vectors 2019

Interview with Emergency Services at Vectors 2019

Amy Lind Keynote - Live 11/20/19

Keenan Keynote - Live 11/22/19

Jeff Pulver Keynote - Live 11/21/19

Amy Lind Interview - Live 12/18/19

Eric Hernaez - Live 11/25/19

Corey Stoker - Live 12/5/19

William Brister - Live 12/13/19

Alec Fenichel - Live 12/23/19

Greg Steinig - Live 1/3/20

Spencer Scott - Live 1/6/20

Chris Herring - Live 1/7/20

Graham Williams - Live 1/8/20

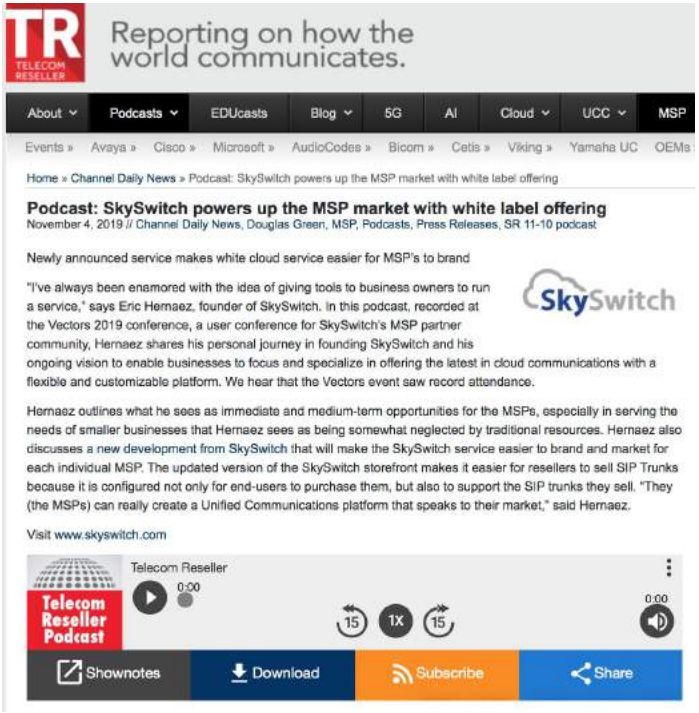
Steve Waters - Live 1/9/20

E911 Panel - Live 1/10/20

Andre Fontana - Live 1/13/20

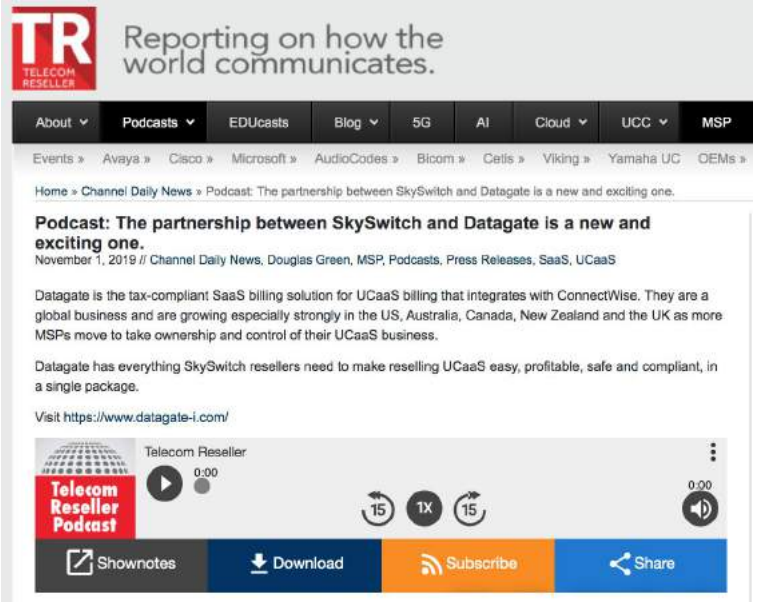
Billy Robbins - Live 1/14/20

TELECOM RESELLER PODCASTS



SKYSWITCH POWERS UP THE MSP MARKET WITH WHITE LABEL OFFERING

"In this podcast, recorded at the Vectors 2019 conference, a user conference for SkySwitch's MSP partner community, Hernaez shares his personal journey in founding SkySwitch and his ongoing vision to enable businesses to focus and specialize in offering the latest in cloud communications with a flexible and customizable platform."



THE PARTNERSHIP BETWEEN SKYSWITCH AND DATAGATE IS A NEW AND EXCITING ONE

“Datagate is the tax-compliant SaaS billing solution for UCaaS billing that integrates with ConnectWise. They are a global business and are growing especially strongly in the US, Australia, Canada, New Zealand and the UK as more MSPs move to take ownership and control of their UCaaS business.”

TR TELECOM RESELLER Reporting on how the world communicates.

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Home » Channel Daily News » Podcast: Grandstream offers SkySwitch partners solid opportunities, popular products

Podcast: Grandstream offers SkySwitch partners solid opportunities, popular products

November 5, 2019 // Channel Daily News, Douglas Green, Podcasts, Press Releases, SR 11-10 podcast

"Most people will know us a manufacturer of IP phones but really are a full provider of Unified Communications," says Phil Bowers, Marketing Director at Grandstream. "Now we have over 80 products," adds Bowers. In this podcast we learn about Grandstream and how the company noted for its end points offers a large and diverse product line, with solutions for many business and organizational environments. Recorded at SkySwitch Vectors 2019, we hear about the opportunities that Grandstream offers SkySwitch service provider partners, including end points, conferencing, management systems and security. Reaching beyond the role of an OEM, we learn more about Grandstream's cloud-based offerings. Bowers discusses the company's GRP series, with a stepped up aesthetic and special custom logo program that matches SkySwitch's white label program, allowing carriers to put their brand right on the phones. "We make phones and devices easier for service providers to role out," says Bowers. Bower's describes the relationship and partnership with SkySwitch as "phenomenal". Bower's also outlines Granstream's unique Grandstream's GXV3200 and GXV3300 series of IP Video Phones with Android which are designed to deliver video experiences, basically unique on the desktop. "We're just getting started," says Bowers.

GRANDSTREAM CONNECTING THE WORLD

Visit http://www.grandstream.com/

GRANDSTREAM OFFERS SKYSWITCH PARTNERS SOLID OPPORTUNITIES

"Recorded at SkySwitch Vectors 2019, we hear about the opportunities that Grandstream offers SkySwitch service provider partners, including end points, conferencing, management systems and security. Reaching beyond the role of an OEM, we learn more about Grandstream's cloud-based offerings."

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Home » Channel Daily News » Podcast: Snom enters new decade with fresh ideas, attractive options for the desktop

Podcast: Snom enters new decade with fresh ideas, attractive options for the desktop

November 5, 2019 // Channel Daily News, Douglas Green, Podcasts, Press Releases, snom, SR 11-10 podcast, VTech

"We pretty much work with anybody," says Mike Harvey of Snom, long known for its compatibility with most installed networks. In this podcast we learn how the Snom brand benefits from the manufacturing capacity and experiences of VTech, while the brand's reputation for robust DECT offerings, and attractive end points, has been enhanced. Harvey discusses how Snom and its partnership with SkySwitch, represent a solid opportunity for MSPs. Harvey also discusses some unique applications of DECT technology that help speed up the installation process, while offering users much more flexibility on devices that otherwise have the feel and functionality of an advanced desktop end point. Recorded at the SkySwitch Vectors 2019 conference, Harvey saw the event as part of an opportunity to relaunch the Snom brand, this time in the fast-growing MSP community. Harvey outlines the company's long term, three-year support on sales, pre-provisioned products and high-quality design, that allows MSPs to create a high value brand identity.

snom

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Telecom Reseller Podcast

Telecom Reseller

0:00

15 1X 15

0:00

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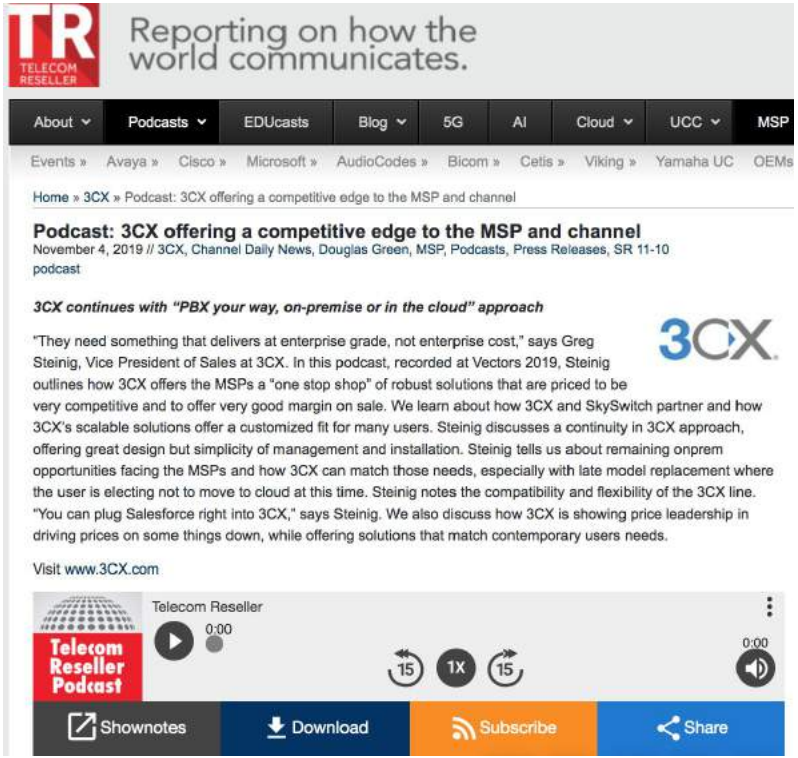
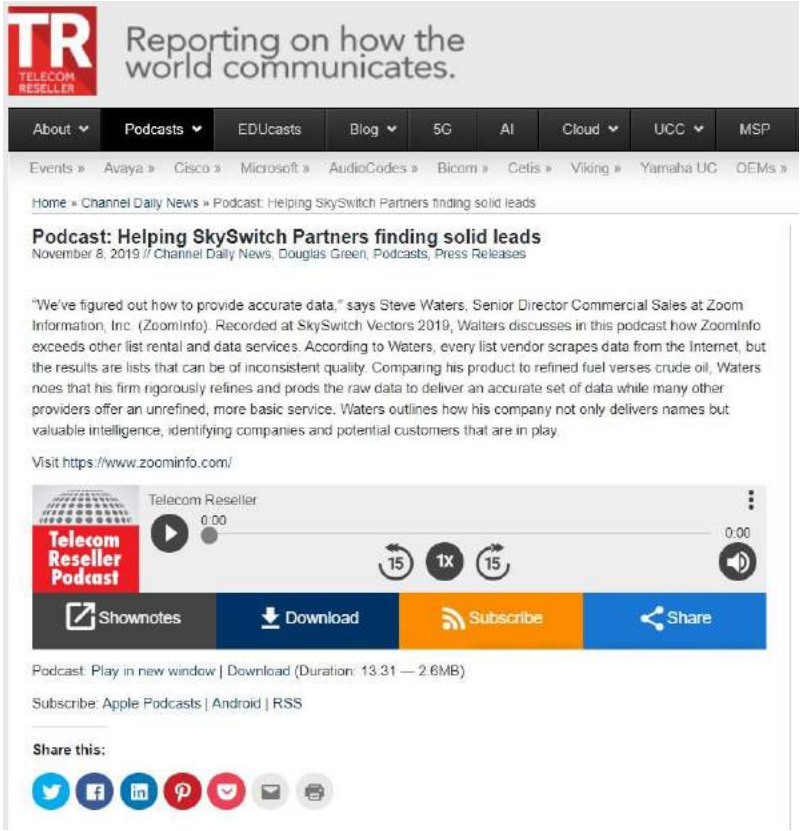
SNOM ENTERS NEW DECADE WITH FRESH IDEAS

"Recorded at the SkySwitch Vectors 2019 conference, Harvey saw the event as part of an opportunity to relaunch the Snom brand, this time in the fast-growing MSP community. Harvey outlines the company's long term, three-year support on sales, pre-provisioned products and high-quality design, that allows MSPs to create a high value brand identity."



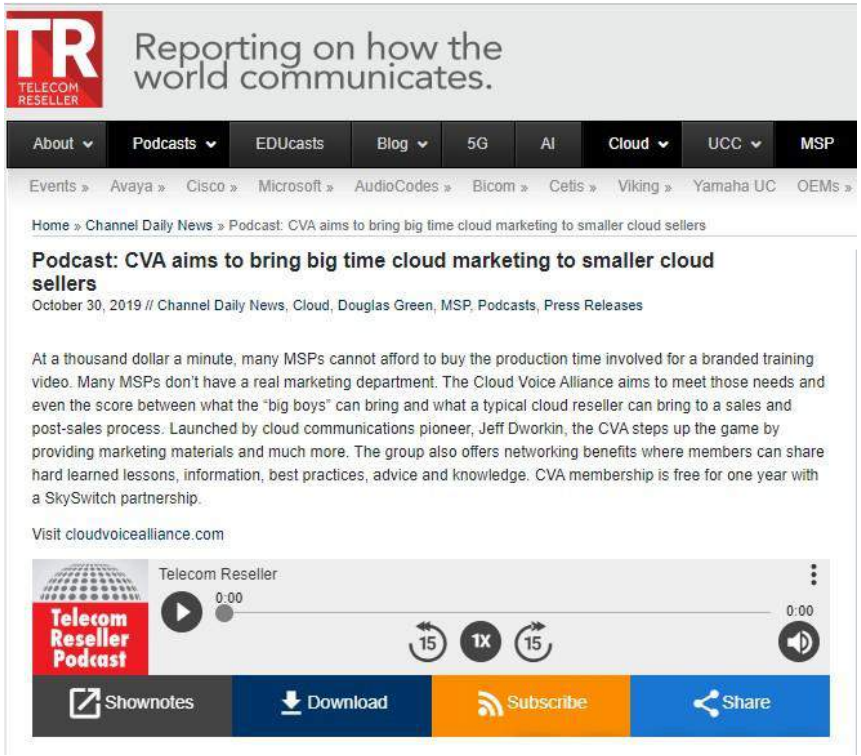
3CX OFFERING A COMPETITIVE EDGE TO THE MSP AND CHANNEL

"They need something that delivers at enterprise grade, not enterprise cost," says Greg Steinig, Vice President of Sales at 3CX. In this podcast, recorded at Vectors 2019, Steinig outlines how 3CX offers the MSPs a "one stop shop" of robust solutions that are priced to be very competitive and to offer very good margin on sale."



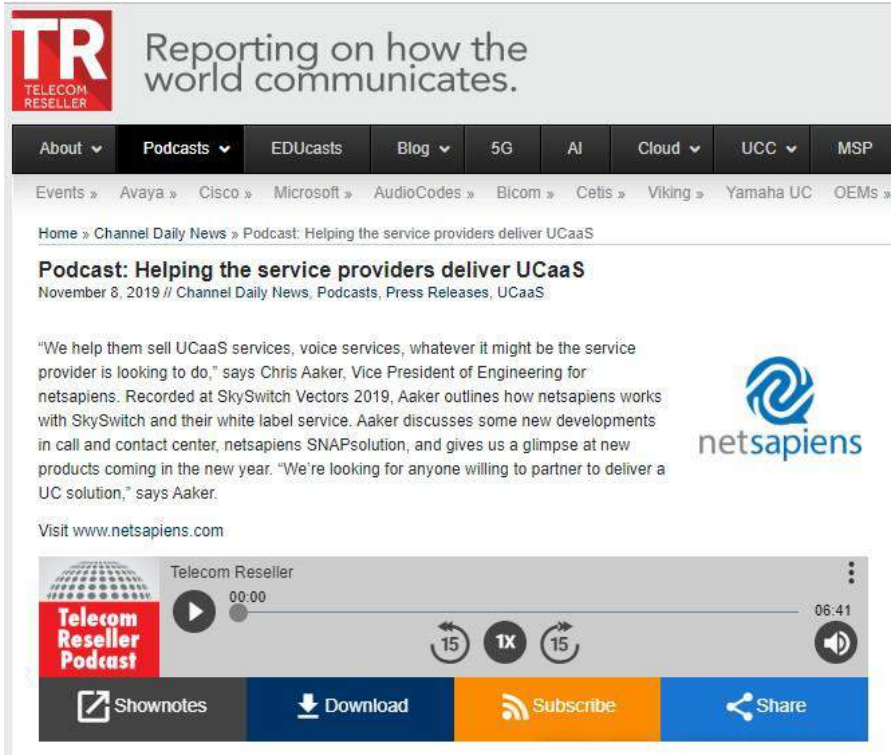
HELPING SKYSWITCH PARTNERS FINDING SOLID LEADS

"Recorded at SkySwitch Vectors 2019, Walters discusses in this podcast how ZoomInfo exceeds other list rental and data services. According to Waters, every list vendor scrapes data from the Internet, but the results are lists that can be of inconsistent quality."



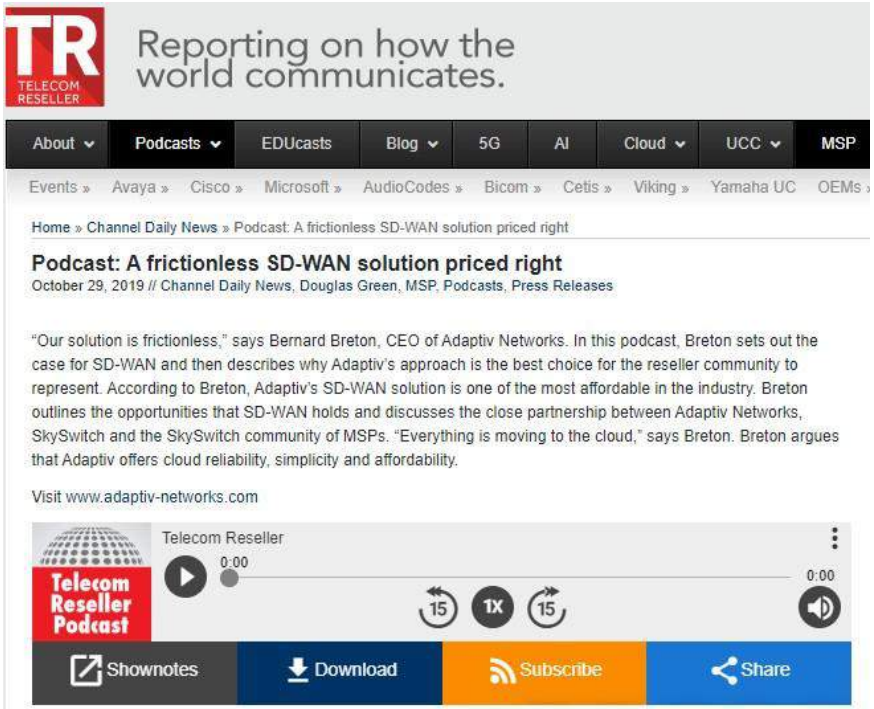
CVA AIMS TO BRING BIG TIME CLOUD MARKETING TO SMALLER CLOUD RESELLERS

"Many MSPs don't have a real marketing department. The Cloud Voice Alliance aims to meet those needs and even the score between what the "big boys" can bring and what a typical cloud reseller can bring to a sales and post-sales process."



HELPING THE SERVICE PROVIDERS DELIVER UCAAS

"Recorded at SkySwitch Vectors 2019, Aaker outlines how netsapiens works with SkySwitch and their white label service. Aaker discusses some new developments in call and contact center, netsapiens SNAPsolution, and gives us a glimpse at new products coming in the new year."



A FRICTIONLESS SD-WAN SOLUTION PRICED RIGHT

"According to Breton, Adaptiv's SD-WAN solution is one of the most affordable in the industry. Breton outlines the opportunities that SD-WAN holds and discusses the close partnership between Adaptiv Networks, SkySwitch and the SkySwitch community of MSPs."

EDITORIAL COVERAGE

UC TODAY'S FULL EDITORIAL RECAP

All the News from SkySwitch's Vectors 2019

Our review - with video highlights - of SkySwitch's Annual User Conference, Vectors 2019

PATRICK WATSON NOVEMBER 12, 2019

The stunning Loews Sapphire Falls Resort at Universal Orlando was the location for 2019's iteration of SkySwitch's annual user group conference, Vectors. The event gathers SkySwitch's reseller and service provider partners together for a packed four days filled with learning opportunities, platform and product updates and face to face networking that – in and increasingly disconnected world – proves invaluable.

UC Today were on hand to cover all of the news for you and bring you interviews with some of the headlines speakers. **Founder and President of SkySwitch, Eric Hernaez**, joined us for a video interview to give us a breakdown on all of the main news headlines from the show.

Watch the video interview here.

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UCaaS Leader Mitel gets New CEO

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UCaaS Trends 2020 Round Table:

UC TODAY'S FULL EDITORIAL RECAP

SD-WAN a Major Focus

SkySwitch is keen to equip its partners with cutting edge technology solutions that are going to augment their existing portfolios and no solution has proved of more interest to resellers and service providers in recent years than SD-WAN. Taking the power of software-defined networking (SDN) technology and utilising that for traditional hardware based networks offers partners a host of potential benefits. Creating more flexible networks and simplifying management processes are just two of the benefits alongside the well-publicised security amplifications.

Offering its partners an opportunity to leverage those benefits, SkySwitch announced during Vectors that it has formed a strategic relationship with Adaptiv Networks. Adaptiv Networks specialise in software-defined wide-area networks (SD-WANs) for business-critical application traffic requiring high availability, just the demands of SkySwitch's partner network.

The partnership appears logical from a number of perspectives. Both Adaptiv and SkySwitch operate through a strict channel only go-to-market model ensuring the sovereignty of partners as a primary ethos. As well as the synergies with the market approach both SkySwitch's partners and Adaptiv are focused on helping small to medium businesses. **Bernard Breton, CEO of Adaptiv Networks**, told **UC Today** why this was so important.

> **"From a value proposition perspective – SD-WAN is really enabling those small and medium customers to gain access to high performance networking activity to support their digital services such as UC. So this new partnership is a marriage made in heaven for them."**

The new partnership will allow SkySwitch partners to ally their industry leading UCaaS platforms with the network visibility, security and control provided by an SD-WAN solution. Offering end customers the ability to access – previously unobtainable – sophisticated networking capabilities is another strong tool to compete in such competitive markets.

What's Next for UCaaS?

UCaaS Smart Guide

Cloud Communications Market Will Triple in the Next Five Years

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UC TODAY'S FULL EDITORIAL RECAP

Now is the Best Time to Be Selling UCaaS – Jeff Pulver

As well as packing Vectors 2019 with news, SkySwitch, also provided its partners with selection of industry leading speakers to evoke new ideas and approaches that could be applied within their own businesses. One of those keynote speakers was **Jeff Pulver.** A successful entrepreneur – who has been involved in over 400 startup businesses – Pulver is best known for co-founding several huge communication businesses including Vonage.

Pulver spoke to the Vetcor's attendees about the opportunity they have right now in the communications market. Pulver believes that UCaaS is entering a golden window where partners have all of the features, functions and capabilities to provide truly transformative services and solutions to their end customers.

UC Today caught up with Pulver to get his thoughts on the market in general, take a look back at where the whole UC industry started and find out why now is the best time to be selling UCaaS.

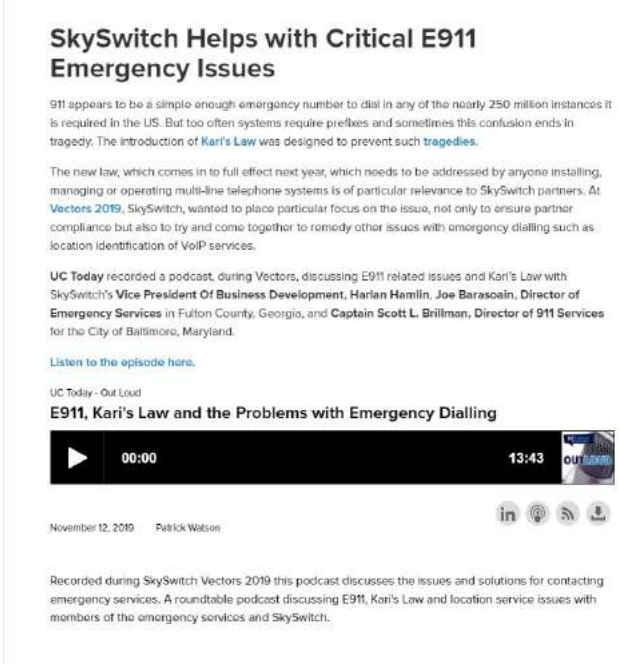
How to Remain Competitive and Relevant in a World of UCaaS Disruptive Innovation

Zoom and Voxbone Team Up on Frictionless Comms

Cisco Announce BYOC Solutions for Webex Calling

Fraud Threats Aren't Going Anywhere

UC TODAY'S FULL EDITORIAL RECAP



SkySwitch Helps with Critical E911 Emergency Issues

911 appears to be a simple enough emergency number to dial in any of the nearly 250 million instances it is required in the US. But too often systems require prefixes and sometimes this confusion ends in tragedy. The introduction of Kari's Law was designed to prevent such tragedies.

The new law, which comes in to full effect next year, which needs to be addressed by anyone installing, managing or operating multi-line telephone systems is of particular relevance to SkySwitch partners. At Vectors 2019, SkySwitch, wanted to place particular focus on the issue, not only to ensure partner compliance but also to try and come together to remedy other issues with emergency dialling such as location identification of VoIP services.

UC Today recorded a podcast, during Vectors, discussing E911 related issues and Kari's Law with SkySwitch's **Vice President Of Business Development, Harlan Hamlin**, **Joe Barasoain, Director of Emergency Services** in Fulton County, Georgia, and **Captain Scott L. Brillman, Director of 911 Services** for the City of Baltimore, Maryland.

Listen to the episode here.

UC Today - Out Loud

E911, Kari's Law and the Problems with Emergency Dialling

00:00 13:43

November 12, 2019 Patrick Watson

Recorded during SkySwitch Vectors 2019 this podcast discusses the issues and solutions for contacting emergency services. A roundtable podcast discussing E911, Kari's Law and location service issues with members of the emergency services and SkySwitch.

[Podcast episode recapping Vectors 2019 E911 Session]

UC TODAY'S FULL EDITORIAL RECAP

IDC's Amy Lind Reviews the 2020 UCaaS Market for Resellers

Providing a truly independent perspective within annual partner events can be a tricky task. SkySwitch managed this with its selection of external speakers and none more so than IDC's Amy Lind. As one of the world's leading research and market intelligence firms IDC has garnered the respect of the unified communications industry and its insights provide unbiased advice for resellers and service providers.

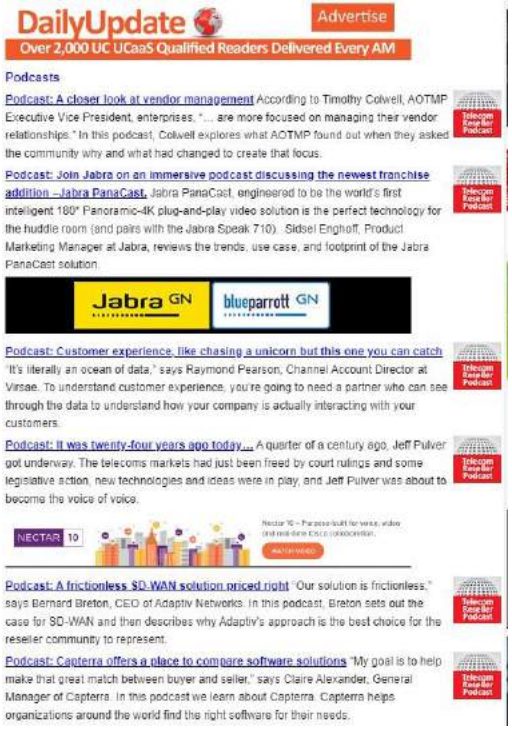
With decades of industry experience, **Amy Lind – who is Research Manager for Broadband, Enterprise Voice & IP Communications Services, and Unified Communications at IDC** – took to the stage for the final keynote. Lind took the delegates through some of IDC's latest research relating to the SMB UCaaS market. Part of Lind's synopsis was the huge opportunity available to the channel if they choose to target small to medium business rather than focus on large enterprises. Lind also revealed other interesting findings that were of particular interest to the SkySwitch partner community. You can hear about all of the research and Lind's main conclusions in a video interview that she conducted at the show with **UC Today**.

Watch the Video here.

Vectors 2019 covered such a focused set of topics and themes that partners in a attendance where left with no shortage of detail in any area. Market analysis, sales tactics and regulations were all given their individual focus in between news updates on the latest SkySwitch platform enhancements and feature additions. Any potential partners in attendance will certainly be considering becoming a SkySwitch partner as it appears you cannot afford to miss out on the event next year.

NEWSLETTERS

THE SUNDAY REPORT (TELECOM RESELLER) - 11/3/19



- Podcast: A frictionless SD-WAN solution priced right
- Podcast: CVA aims to bring big time cloud marketing to smaller cloud sellers
- Podcast: The partnership between SkySwitch and Datagate is a new and exciting one

NEWSLETTER - 11/4/19

DailyUpdate TR TELECOM RESELLER
The daily UC and UCaaS News.

SkySwitch Introduces New SD-WAN Products in Collaboration With Adaptiv Networks

SkySwitch

Advanced SD-WAN technologies offered through SkySwitch Resellers

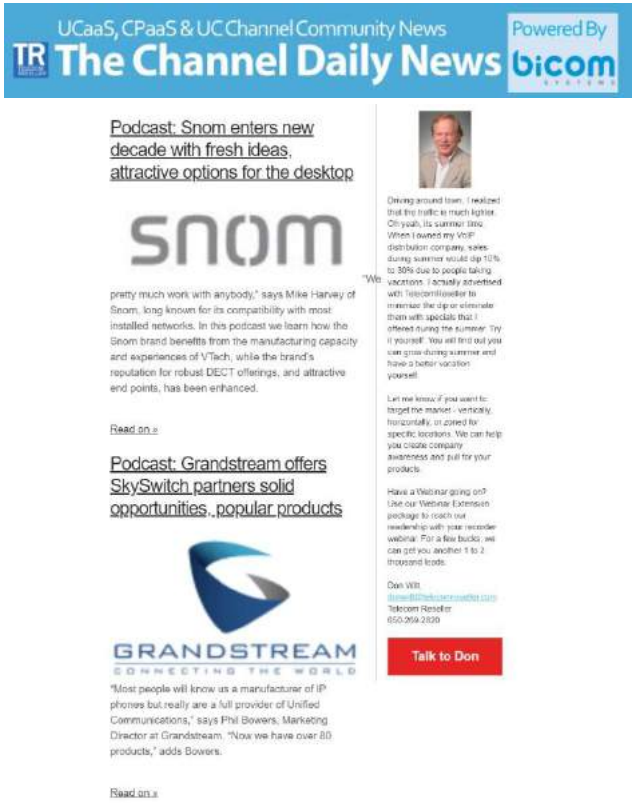
OTTAWA, ONT, and TAMPA, FLA. (Oct 29, 2019) – SkySwitch, the leading channel-exclusive white label Unified Communications as a Service (UCaaS) provider, officially announced the release of a new software-defined wide-area network (SD-WAN) product suite, in collaboration with Adaptiv Networks.

Read on »

Podcast: The partnership between SkySwitch and Datagate is a new and exciting one.

Datagate is the tax-compliant SaaS billing solution for UCaaS billing that integrates with ConnectWise. They are a global business and are growing especially strongly in the US, Australia, Canada, New Zealand and the UK as more MSPs move to take ownership and control of their UCaaS business.

- News Release Pickup: SD-WAN
- Podcast: The partnership between SkySwitch and Datagate is a new and exciting one.



NEWSLETTER - 11/6/19

- Podcast: Snom enters new decade with fresh ideas, attractive options for the desktop
- Podcast: Grandstream offers SkySwitch partners solid opportunities, popular products

NEWSLETTER - 11/11/19

DailyUpdate TR
The daily UC and UCaaS News.

Podcast: Helping SkySwitch Partners finding solid leads

"We've figured out how to provide accurate data," says Steve Waters, Senior Director Commercial Sales at Zoom Information, Inc. (ZoomInfo). Recorded at SkySwitch Vectors 2019, Walters discusses in this podcast how ZoomInfo exceeds other list rental and data services.

Read on »

Podcast: Helping the service providers deliver UCaaS

netsapiens

"We help them sell UCaaS services, voice services, whatever it might be the service provider is looking to do," says Chris Aaker, Vice President of Engineering for netsapiens. Recorded at SkySwitch Vectors 2019, Aaker outlines how netsapiens works with SkySwitch and their white label service.

Read on »

- [Podcast: Helping SkySwitch Partners finding solid leads]
- [Podcast: Helping the service providers deliver UCaaS]

COMPUTER INSTRUMENTS NEWSLETTER - 11/12/19

- Subject Line: Taking the steps toward Natural Language self-service - THE RESULTS!
- CTA: Listen to a conversation about AI with Chris Herring at Vectors 2019
- Telecom Reseller Podcast

SOCIAL MEDIA MENTIONS

SOCIAL MEDIA FROM COMPUTER INSTRUMENTS

Chris Herring • 3rd+
President at Computer Instruments, Inc and Owner, Computer Instruments, Inc.
7h •

If you want to improve the the caller experience though enhanced self-services then CI's Virtual Concierge, the eONE Conversational IVR integrated with Google Voice and Google AI deserves to be considered. Learn all about it in my interview with Telecom Reseller at SkySwitch's recent event Vectors 2019 in Orlando.
https://conta.cc/2WTStWo #googlevoice #enhanced #reseller #ivr #conversational #integrated #virtual #concierge #experience

2

Cameron Lieberman • 3rd+
Software Sales Account Executive at Computer Instruments, Inc.
7h • Edited •

If you want to improve the the caller experience through enhanced self-services then CI's Virtual Concierge, the eONE Conversational IVR integrated with Google Voice and Google AI deserves to be considered. Hear all about it in a Telecom Reseller podcast with Chris Herring, CI's President and CEO while at SkySwitch's recent event Vectors 2019 in Orlando!
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Detta Donoghue • 2nd
Marketing and Communications Director at CI (Formally Computer Instruments...
7h •

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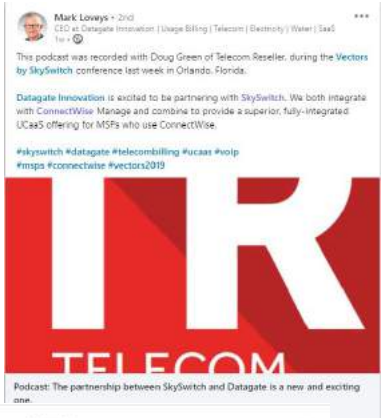
SOCIAL MEDIA FROM UC TODAY

MISC. SOCIAL SHARES AND MENTIONS

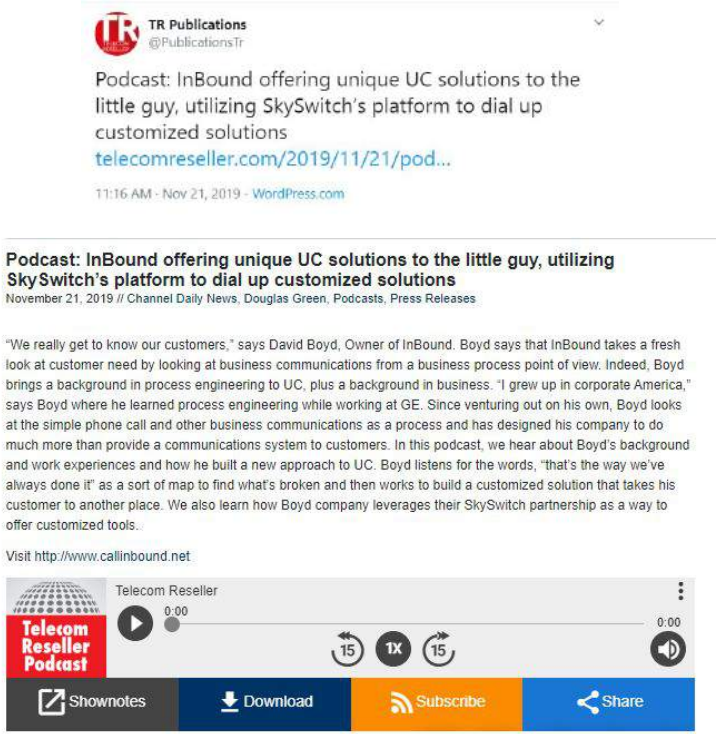


MISC. SOCIAL SHARES AND MENTIONS

MISC. SOCIAL SHARES AND MENTIONS

SCAVENGER HUNT

PRIZE: PODCAST RECORDING WITH TELECOM RESELLER



As a by-product of the Vectors 2019 Scavenger Hunt game, SkySwitch received a valuable and authentic customer review via a podcast that was published on Telecom Reseller, shared on social media and featured in the Telecom Reseller Daily Newsletter.

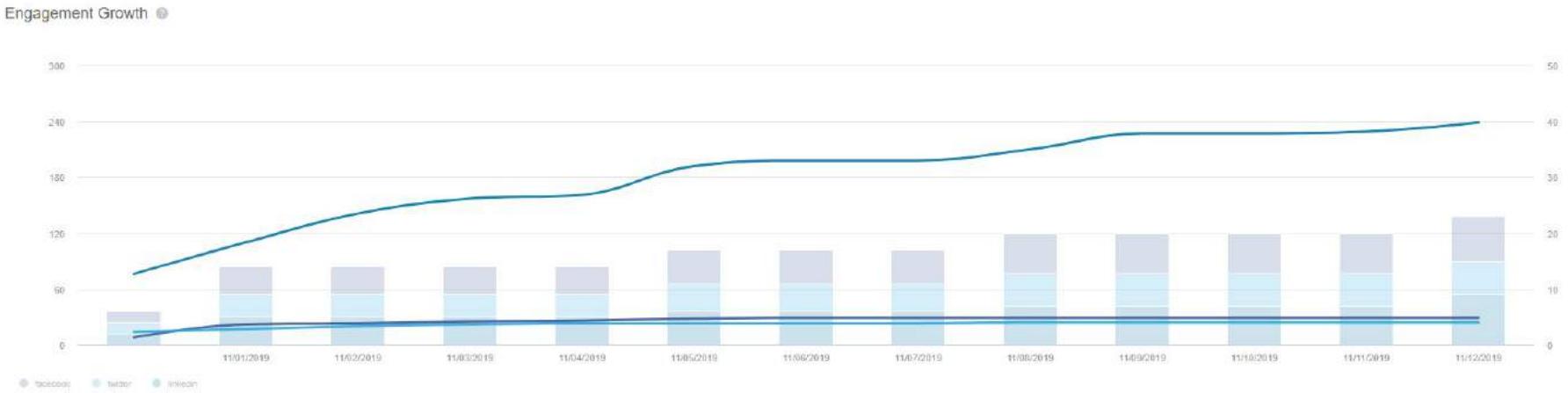
SOCIAL MEDIA STATISTICS (Oct 31st - Nov 12th)

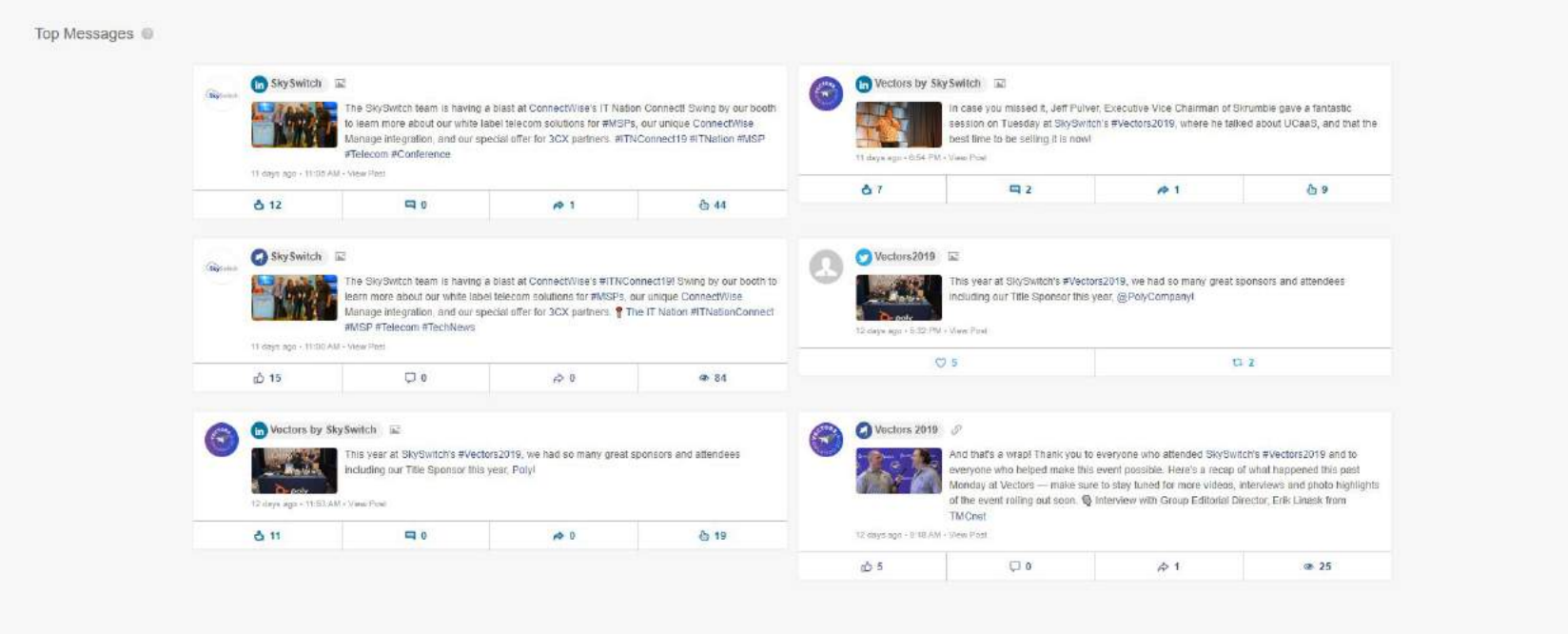
OVERALL SOCIAL MEDIA ENGAGEMENT

Engagement Rollup

Engagement Rate	Total Engagements	Messages Sent	Top Message Type
12.8	294	23	
Last Period 5.4 (135.4%)	Last Period 369 (-20.3%)	Last Period 68 (-66.2%)	
Lifetime Avg Engagement Rate 4.3	*Lifetime Total Engagements 1.3k*	*Lifetime Total Messages Sent 306*	*Lifetime Total Messages Sent 306*

SOCIAL MEDIA ENGAGEMENT GROWTH



SOCIAL MEDIA ENGAGEMENT BY PLATFORM

TOP SOCIAL MEDIA POSTS (VECTORS BY SKYSWITCH)