



EVOLVE IP

CLOUD COMMUNICATIONS MARKET HIGHLIGHTS

Setting you up for success in [UCaaS](#)



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CLOUD ADOPTION IS ON THE RISE IN THE UK



The UK cloud communications market remains strong, with 49% penetration. Businesses are actively moving away from legacy systems, creating new opportunities for IT resellers to offer cloud solutions.

OPPORTUNITY

Work with us to help win business. Offering your customers easy to use systems with flexible licensing built on secure and reliable voice solution available in over 57 countries.



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MARKET HIGHLIGHTS FROM THE EXPERTS

CUSTOMER EXPERIENCE IS THE KEY DIFFERENTIATOR



Businesses are choosing providers based on service quality and customer relationships rather than price alone. Resellers who prioritise CX, support, and seamless integration will stand out.

OPPORTUNITY

Provide customers with Value Add solutions that help to bolster their customer experience. Offering reliable and easy to use technologies that will instantly alleviate business issues for customer service teams.



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MARKET HIGHLIGHTS FROM THE EXPERTS

AI-POWERED FEATURES BECOMING MONETISED



83% of providers now charge extra for AI-powered features, with AI becoming a standard paid add-on. Resellers should look at bundling AI-enhanced services for added value and margin growth.

OPPORTUNITY

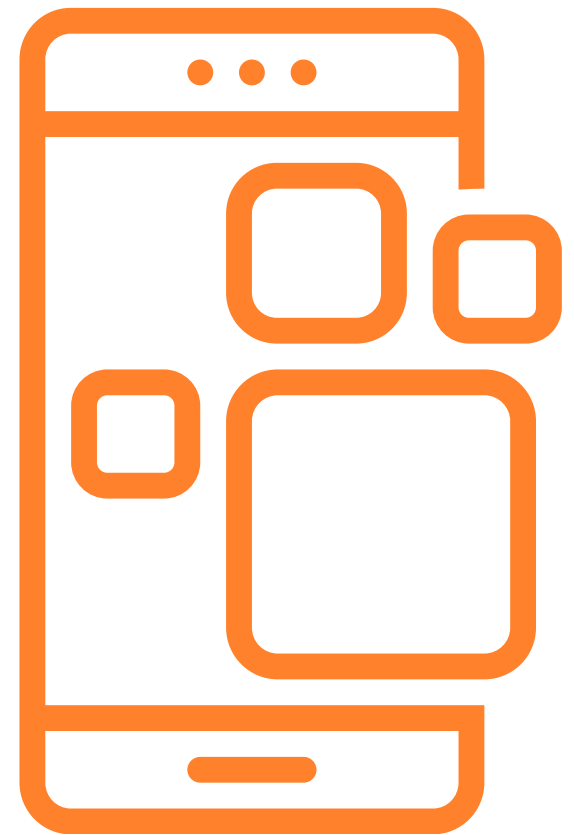
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MARKET HIGHLIGHTS FROM THE EXPERTS

FIXED-MOBILE CONVERGENCE (FMC) GAINING TRACTION



UK businesses increasingly require seamless integration between fixed and mobile communications. Resellers can leverage Teams Phone Mobile and Webex Go to deliver these solutions.

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MARKET HIGHLIGHTS FROM THE EXPERTS



ARE YOU READY TO HELP YOUR CLIENTS NAVIGATE
THE FUTURE OF CLOUD COMMUNICATIONS?

CONTACT US TO
FIND OUT MORE...



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