

Executive Overview

- 10 to 250 seat sweet spot
- Full unified communications
- International (big differentiator!)
- Private cloud, not a cluster
- Lowest churn in the industry
- 650+ employees

Product & Service Offerings

- Fully hosted IP phone system
- Polycom and Yealink phones
- Presence, chat, file sharing
- Drag-and-drop call control
- Audio conferencing
- Video collaboration
- Call center

Sales Engineer Take On Best Fit

They are a very strong option for prospects interested in UC, CCaaS, and/or managed SD-WAN. Sangoma offers on-prem, cloud, or hybrid deployment options, unlike many of their competitors. Their DaaS environment is based on Citrix and resides in Azure. It's optimized for delivering Sangoma-hosted voice and contact center services.

- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

- **Experience** : 40+ years, 100+K users and 2.7M UC seats.
- **Private Cloud** : every customer gets their own high-availability instance.
 - **No clusters means no cluster outages** . Problems with one customer don't domino and take down others.
 - **Dedicated resources** . Because resources aren't shared among other customers, when they have a busy day, you stay up.
 - **Internet or MPLS choice** . In the Private Cloud, you can bring your own bandwidth or MPLS provider if you choose, or just use the public internet to save on costs.
- **HUD** : Heads Up Display provides single-pane-of-glass to all UC features, including:
 - Built-in, Free Softphone
 - Company Directory/Presence
 - Live Chat/Instant Messaging
 - HD Video Collaboration with Screen Sharing
 - Call Center Dashboards and Barge/Monitor/Whisper
 - Call Control: hold, transfer, conference, and move calls between your devices
 - Call Recording
 - Audio Conferencing

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- File Sharing
- **Mobility is included:** Calls (carrier or data) plus full HUD on iPhone and Android
- **Call Center is built-in, not a bolt-on:** full call center features for only +\$10/user/mo.
- **CRM integration:** Salesforce.com native AppExchange integration, plus generic screen pop and click-to-dial integration for any web page, included for no charge.
- **International:** International service with US-based DID's over the Internet or any DID with BYO telecom outside the US. Customers in 99 countries today. Unlimited long distance calls to the US + 9 other countries included with every seat.

Top Industries Served

- Government
- Utilities
- Information Technology
- Professional Services / Offices

Ideal Customer Profile

- **Size:** 10 to 250 employees. Sweet-spot is 25+.
- **Cloud:** Moving or moved other technology to the cloud.
- **Remote Staff:** Great for employees who work from home.
- **Multiple Locations:** Seamlessly connect multiple offices to one platform
- **IT is Busy With Other Projects:** Let IT Managers focus on driving the business, not the blinking lights
- **Phone system is used for sales or service:** Companies that depend upon their phone system for interactions with their customers will close at the highest rate.

Qualifying & Technical Questions

- **Need vs. Want:** Why are you looking for a business phone system? Why now?
- **Business Impact:** Does your business depend upon the telephone for sales or service?
- **Growth:** Will your phone system grow with you? Will you outgrow it?
- **Hiring:** Will all of your new hires be in the same location, or will working from home or remote offices become more important in the future? How will your managers monitor, coach, and on-board remote employees?
- **CRM:** Do you use a CRM system? Is it connected to your phone system?

Elevator Pitch

Sangoma delivers affordable business communications solutions available in cloud, hybrid, and on-premises deployments. They serve over 100,000 customers with services including UCaaS, CCaaS, CPaaS, SIP Trunking, Managed Security, and Managed Networks. Sangoma also leads the Asterisk and FreePBX open source projects and is featured in the Gartner UCaaS Magic Quadrant.

Objections & Rebuttals

We can't afford an expensive contact center system.

Sangoma CX offers a flexible three-tier pricing model, making it a cost-effective solution for businesses of all sizes. The scalability of Sangoma CX means you can start with what you need and expand as your business grows, ensuring you only pay for what you use.

We don't have the manpower/resources to set up a new communications platform.

Sangoma CX offers a user-friendly web interface, streamlined billing, and full support for setup, hardware, and maintenance. Sangoma offers a white glove service, meaning our contact center experts assist with setup, implementation, and launch for a seamless onboarding experience.

We require robust reporting and monitoring.

Sangoma CX offers **real-time monitoring capabilities and comprehensive reporting tools** that provide granular insights into interaction data. These features enable supervisors to identify and address issues promptly and make data-driven decisions for continuous improvement.