

Executive Overview

Vonage offers a diversified portfolio of unified communications, contact center solutions and communications APIs that help enterprises all over the world stay ahead. This means that we can be as flexible as our customers need us to be because we own our entire code stack. With over 20 years of experience in communication technologies and serving customers in global markets, Vonage provides the world's most flexible cloud communications platform.

Product & Service Offerings

- Unified Communication (UCaaS) (VBC)
- Contact Center (CCaaS) (VCC)
- API's (CPaaS)
- Virtual Assistant powered by Vonage AI
- Mobile Integration
- Software Integration with Salesforce.com, Oracle, Connectwise, MS Teams, ServiceNow, GSuite, O365, Sugar, Zoho, ZenDesk, MS Dynamics, Slack, Hubspot, Zapier CRM
- Integration
- SIP Trunking
- Fax to Email
- Dynamic E911 Services
- International UC services including local DID's and Emergency services

Sales Engineer Take On Best Fit

Vonage delivers a broad spectrum of services including voice, messaging, video, and data capabilities through their UCaaS, CCaaS, and CPaaS offerings. With a platform that is incredibly flexible and scalable, Vonage supports over 100,000 businesses globally. They provide robust solutions for unified communications, contact centers, and communication APIs, with a strong commitment to innovation, evident in their partnerships and accolades. For instance, Vonage has been recognized as a leader in the Gartner Magic Quadrant for CPaaS, and their CCaaS Salesforce integration is often hailed as best in class. Their approach to the Health Care industry, particularly with the EPIC integration, demonstrates a streamlined interface for end users.

- Dave Watson, UC/CC/AI FSE

Key Features & Differentiators

- Embedded user experience, reporting and monitoring within major CRMs like MS Dynamics 365, Salesforce, and ServiceNow
- Customized solutions - meeting your customer where they do business through a combination of UC, CC, and API solutions
- Own the entire technology stack

- Dynamic E911
- International Unified Communications and Contact Center Services on a single platform
- Omni-Channel capabilities including WFM, QM and Real-time Sentiment Analysis
- Direct Routing partner with Microsoft providing a seamless experience for users within Teams

Top Industries Served

- Manufacturing
- Financial Services
- Healthcare
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

- Businesses of all sizes: SMB to Enterprise, Single to Multi-location
- Companies that use 3rd party applications for CRM, Cloud Tools, or internal Collaboration
- Great success with the following industries: Healthcare, Retail, Finance, Insurance, Legal, Manufacturing, Professional Services, Real Estate, Transportation, Non-profit
- Businesses reliant on, or in the process of deploying, Salesforce, Microsoft Dynamics/Teams, ServiceNow, or Zendesk.
- Businesses looking to bring all aspects of their communications together, contact center, telephony, and application needs
- Companies transitioning from on-premises or inferior/early cloud solutions, and those seeking to increase their IT efficiencies.

Qualifying & Technical Questions

1. What initiatives or major challenges are driving the desire to evaluate alternatives to a current system?
2. How do you currently communicate with your customers and internal employees?
3. What CRMs and productivity tools do you have in place today? Are they tightly integrated with your communications tech stack?
4. Are your current communications tools aligned with your digital transformation/ CX initiatives?
5. How do you plan to incorporate a personalized AI-driven customer experience into your tech stack to set yourself apart from competitors?

Elevator Pitch

Vonage, the world's most flexible cloud communications platform, transforms the way people work and communicate. Vonage Business Communications and Vonage Contact Center enable global organizations to stay connected between employees and their customers on any channel or any device.

Objections & Rebuttals

Vonage is a residential network and not up to business standards

The Vonage technology stack is built on the public cloud globally and is scalable and flexible enough to handle future demand by our clients through a thoughtfully built micro-services architecture. We can start with Vonage Business Communications, lovingly referred to as VBC because, well, as an industry, we LOVE acronyms. VBC is built to support communications services both internally and

externally. The desktop app supports Teammessaging, SMS, Facebook chat, and many other differentiating features... We will be digging into the details in the future Wednesday call. For now, Two of these differentiators are Vonage Meetings and Vonage integration Suite. Vonage Meetings uses our own tech stack to allow end-users to seamlessly move in and out of collaboration sessions with internal and external clients, all without forcing those outsiders of the Vonage eco-system to go through any troublesome downloads. It allows our clients to engage in secure video and voice communications and it has been immediately adopted by many of our clients in this time of transition to a remote working model. One of our other differentiators is the Vonage integration suite. This is the platform that we develop our deep integrations off of, into some of the biggest business applications in use today. All of which support Work from home. Deeper integrations mean fewer applications on your screen as an end-user, it means more meaningful data-driven into your BI tools, and it also drives adoption of your business apps providing more return on your investment. (Many of our competitors tout 2000+ integrations... These integrations are usually coupled with simple features or multiple windows in the end-user environment. Vonage also supports these same types of integrations through several IPaaS providers. These are not DEEP integrations. The Vonage integration suite offers deep integrations.) We are also stepping up to the challenges brought to us by our partner community in the contact center world. While we are known for our robust capabilities in the Salesforce ecosystem, we are also pushing forward with a product set to support the Service Now eco-system. This is a very exciting development and there will be a partner focused webinar to dig into this in the near future.

Vonage has only been providing business services for a few years, so I don't trust them

The business companies bought by Vonage have a long history of providing VoIP and UCaaS services. For example, SimpleSignal, Telesphere, iCore and Vocalocity were all established in 2004.

Vonage isn't a global company and can't provide services outside of North America.

FALSE. Vonage is a global platform with offices across EMEA and APAC and offerings in UCaaS, CCaaS and API services in over 40+ countries.