

# Australia's MSPs still missing big opportunities with cloud voice and UC

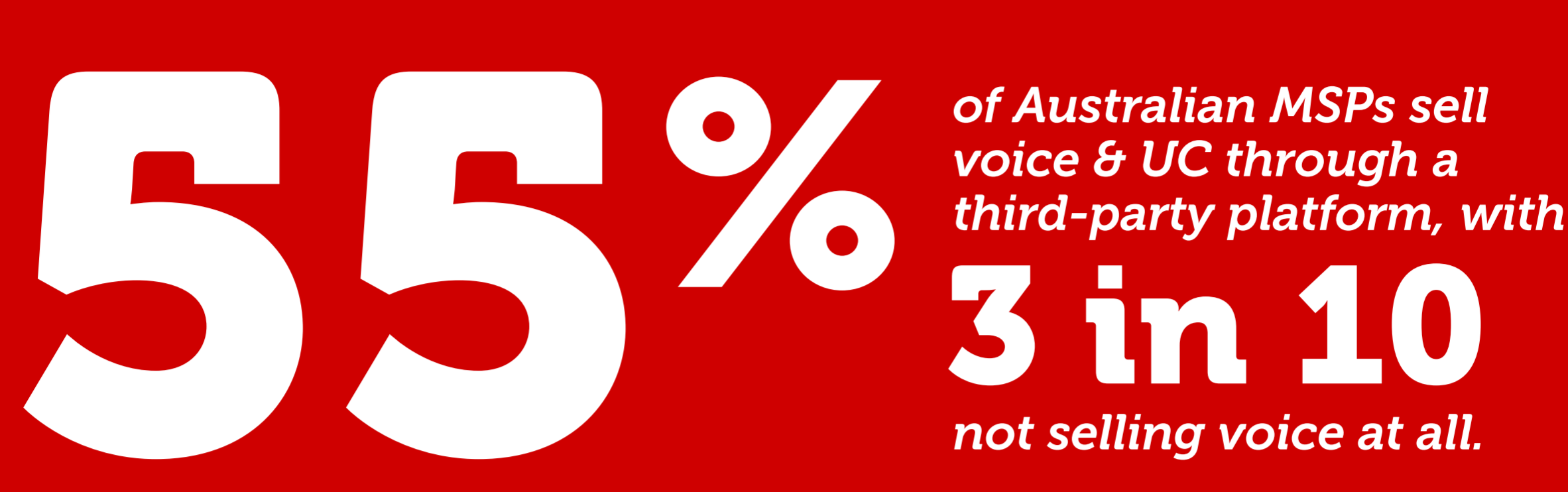
There has never been a better time to be a Managed Service Provider (MSP) offering voice and unified communications (UC) services to customers, but so many MSPs are still held back by legacy telco reseller engagements.

To understand what MSPs could do differently with voice and UC, a survey by CRN, on behalf of Access4, asked about what strategies channel leaders are adopting when it comes to connecting their customers.

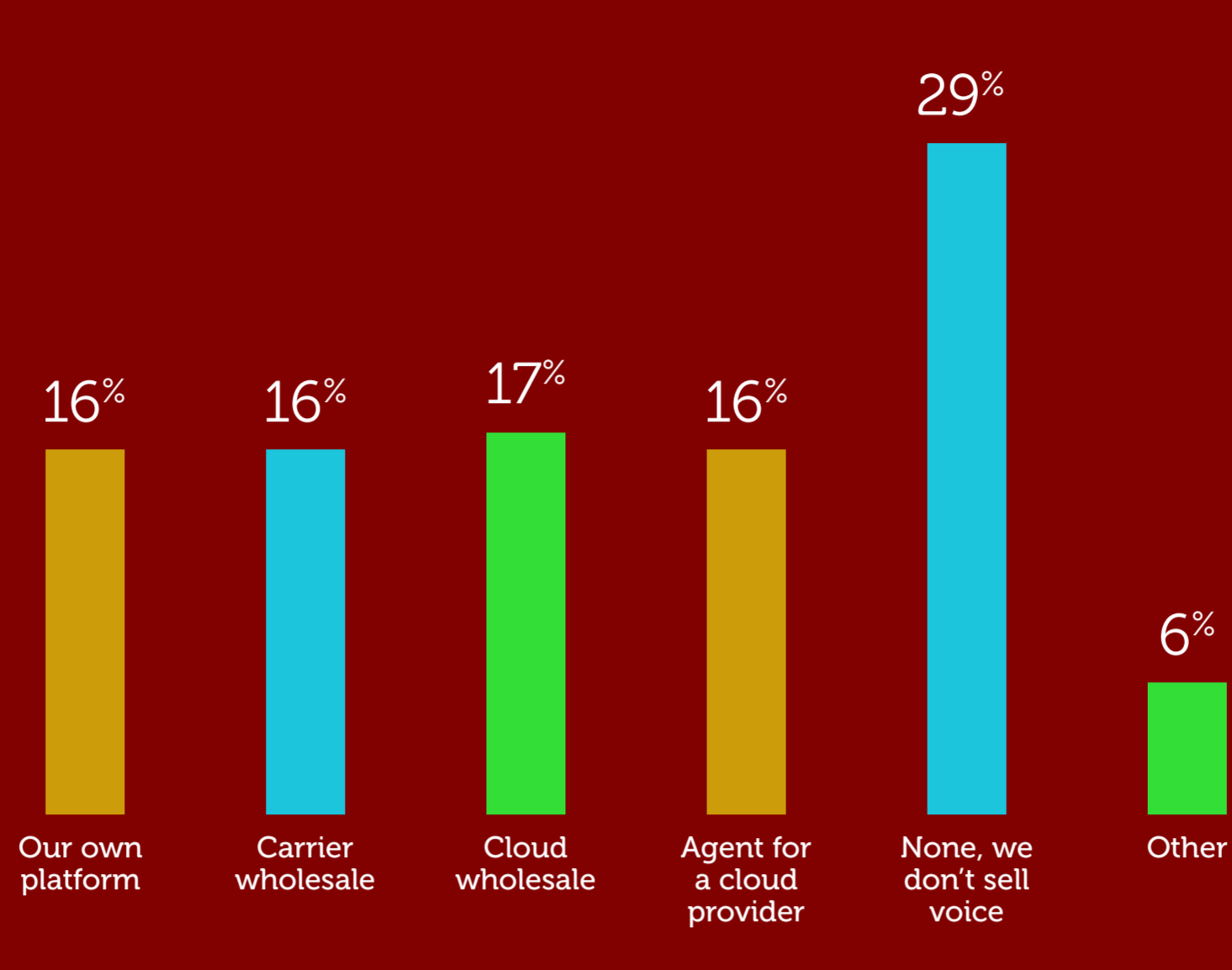
With the right suppliers, MSP managers can change their service portfolios and deliver a range of voice and UC options, without the long provisioning times and client management burden.

All businesses are now hungry for flexible, cloud-based voice and UC solutions that allow staff to work from anywhere. And new client apps, like Teams and Webex, are now waiting to be integrated with traditional telco-centric services.

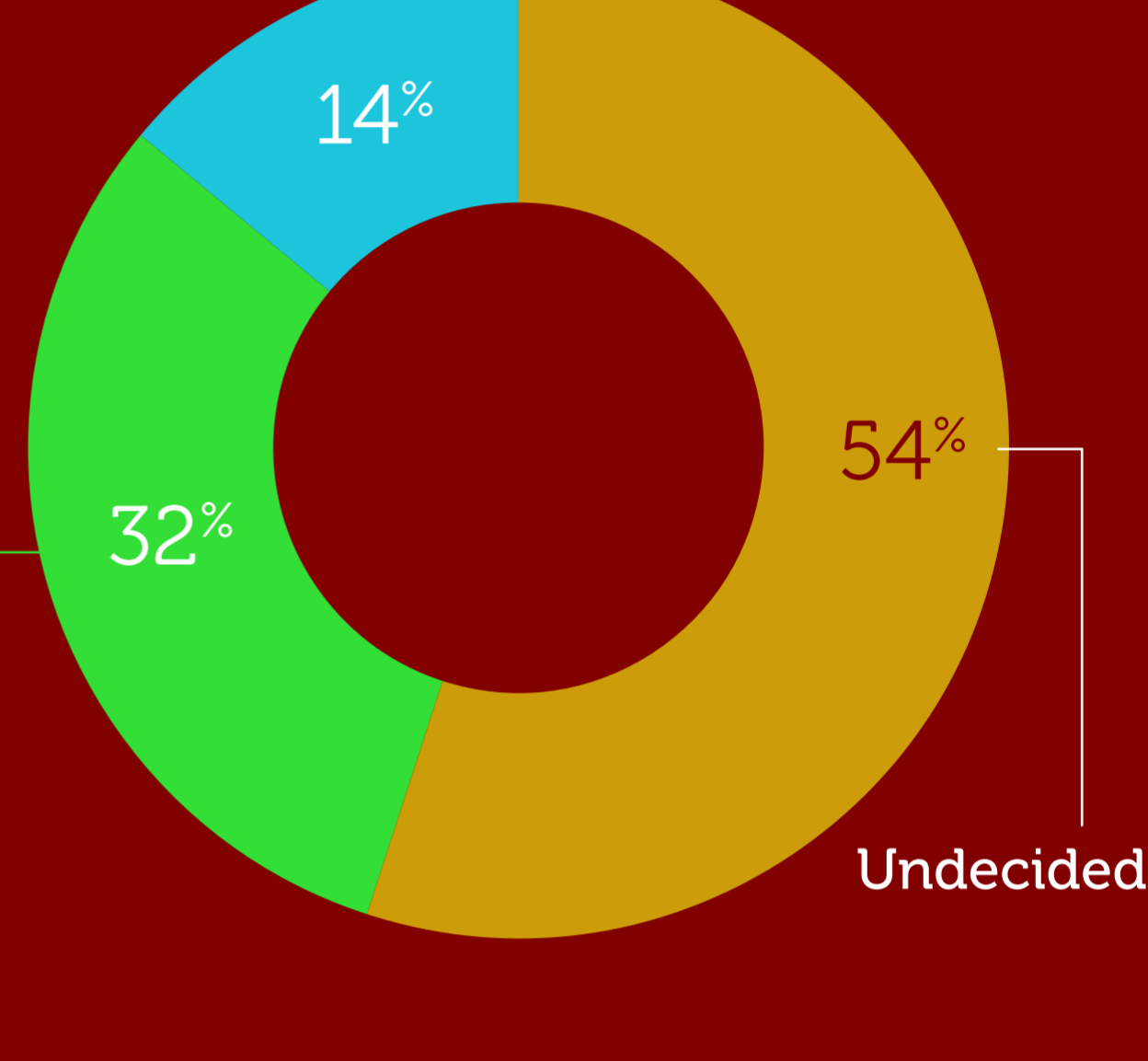
With Australia's MSP leaders unanimously agreeing there is at least one advantage of a cloud UC solution for their business, by partnering with innovative suppliers, MSPs can take UC to market faster, and with better business outcomes.



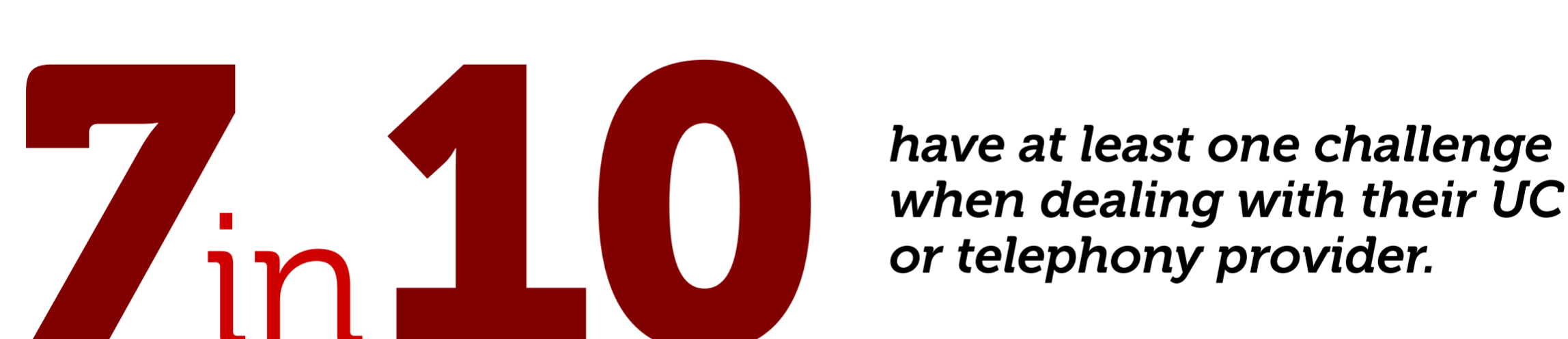
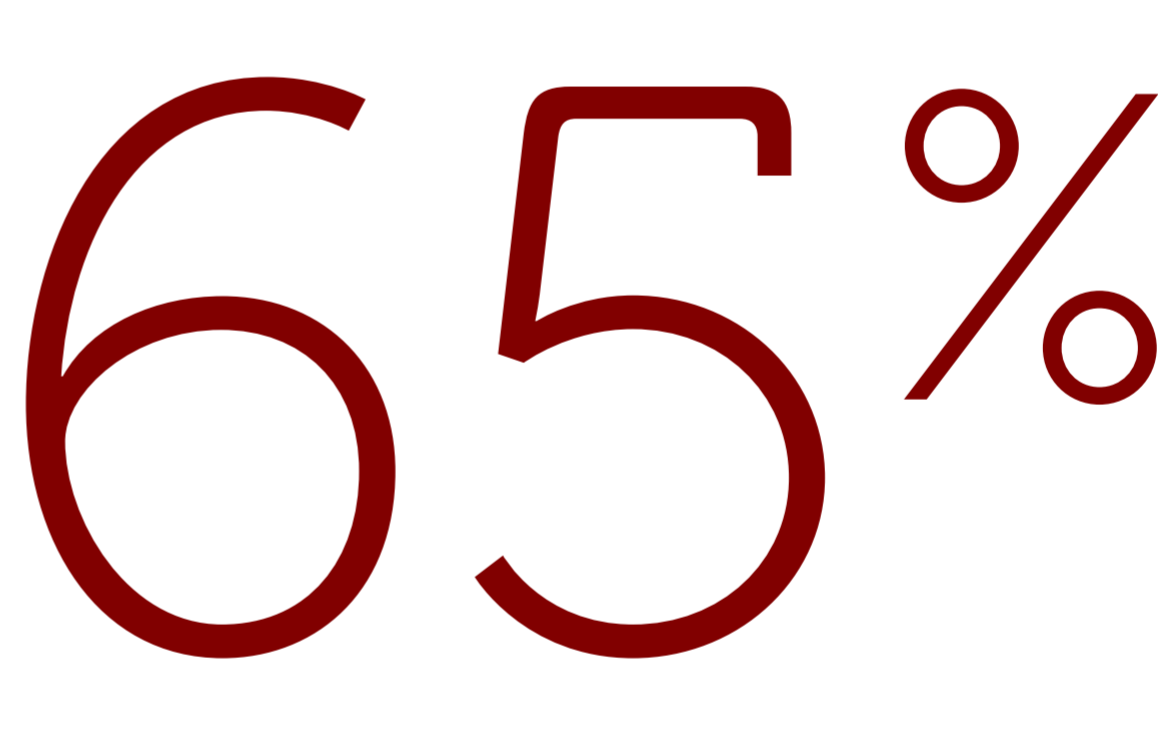
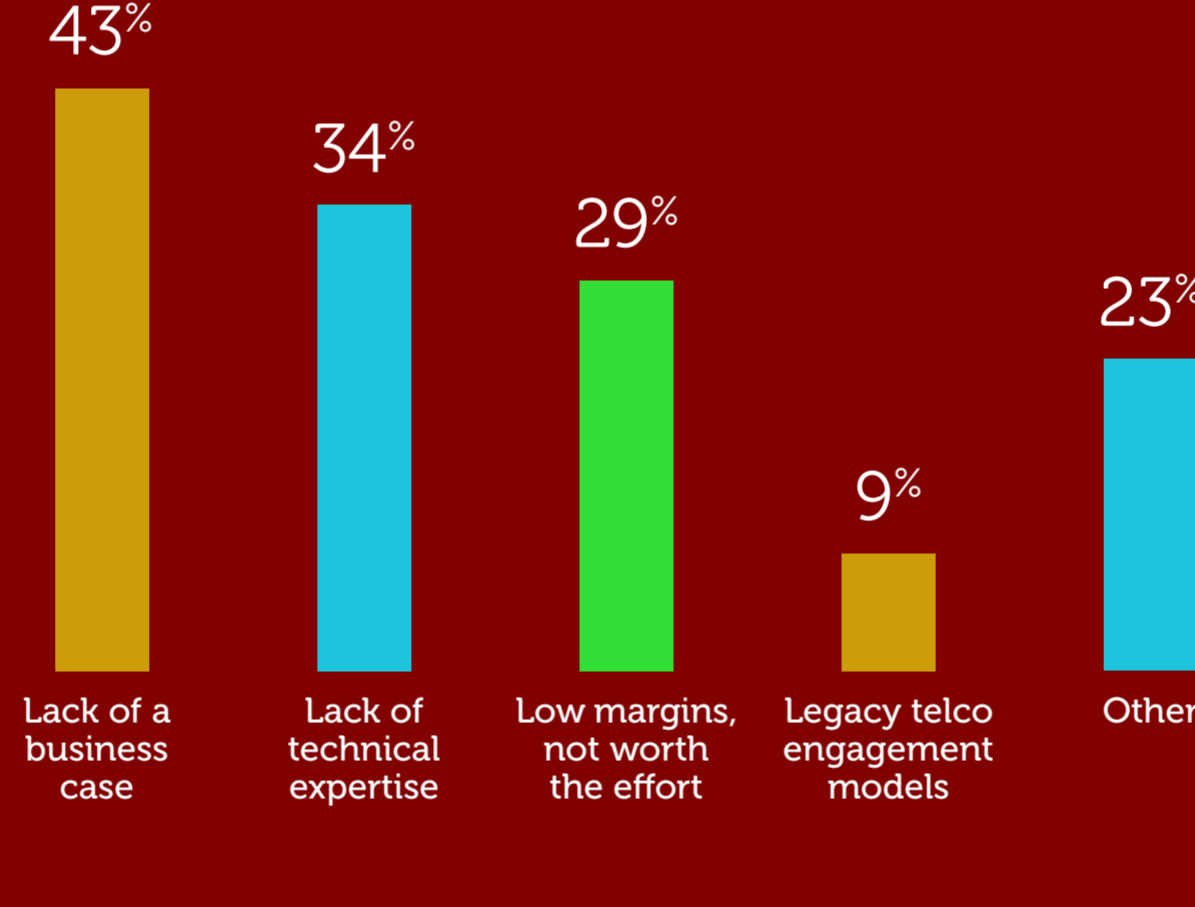
What is the main way you sell voice & UC services to customers?



Will UCaaS form part of your growth strategy now, soon or in the next 5 years?

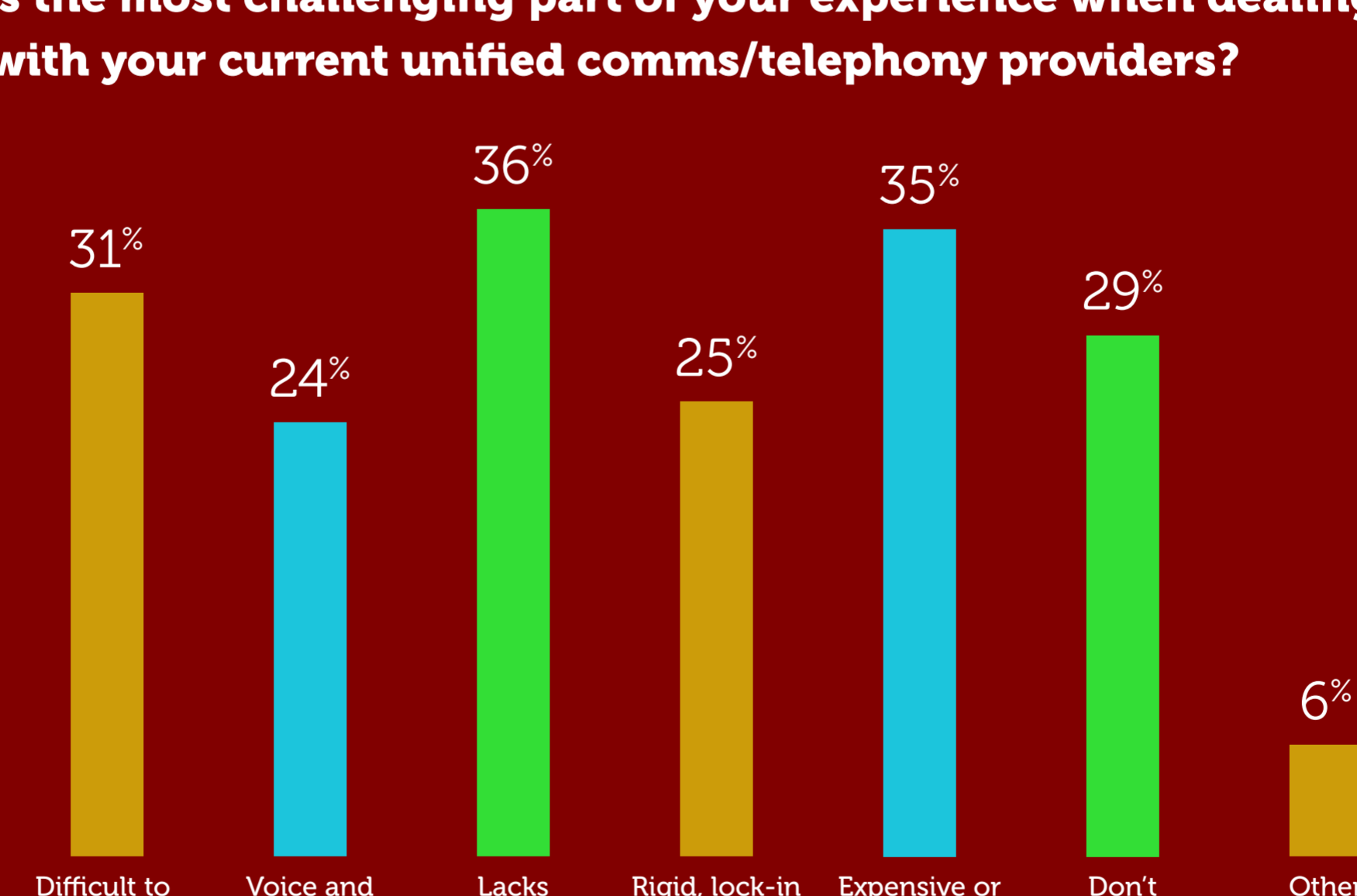


What is holding you back from building a voice practice in your business?



With the main challenges being difficult to provision customers, limited features, lack of integrations with modern tools (e.g. Teams) and rigid, lock-in contracts.

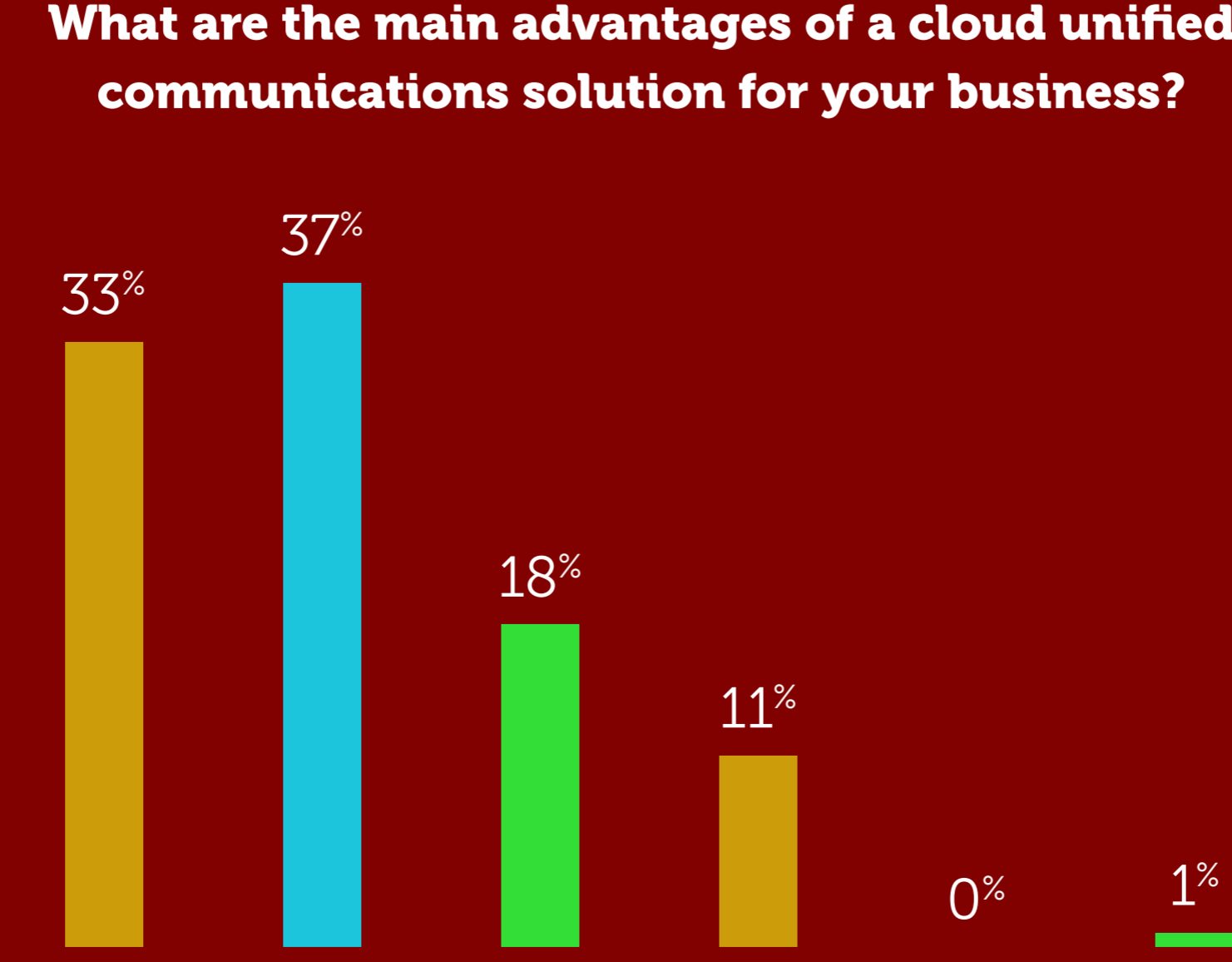
What is the most challenging part of your experience when dealing with your current unified comms/telephony providers?



With **70%** saying cloud UC is in high demand, easy to sell and a good way to increase recurring revenue.



What are the main advantages of a cloud unified communications solution for your business?



About the survey

This survey was conducted in July 2021 by CRN on behalf of Access4, and attracted 118 respondents: 42.5% were IT managers or IT directors, 15.13% were IT professionals, including developers, analysts and engineers, and the rest included people in sales and marketing roles, CEOs, CFOs, GMs or MDs, those in analysis, consulting or education roles or similar, in addition to people in other roles. Looking at the size of their organisations, 8.4% worked for employers that have more than 2,500 staff members, 33.61% were at organisations with less than 10 people, while 22.69% worked for companies that employ 10-49 people.