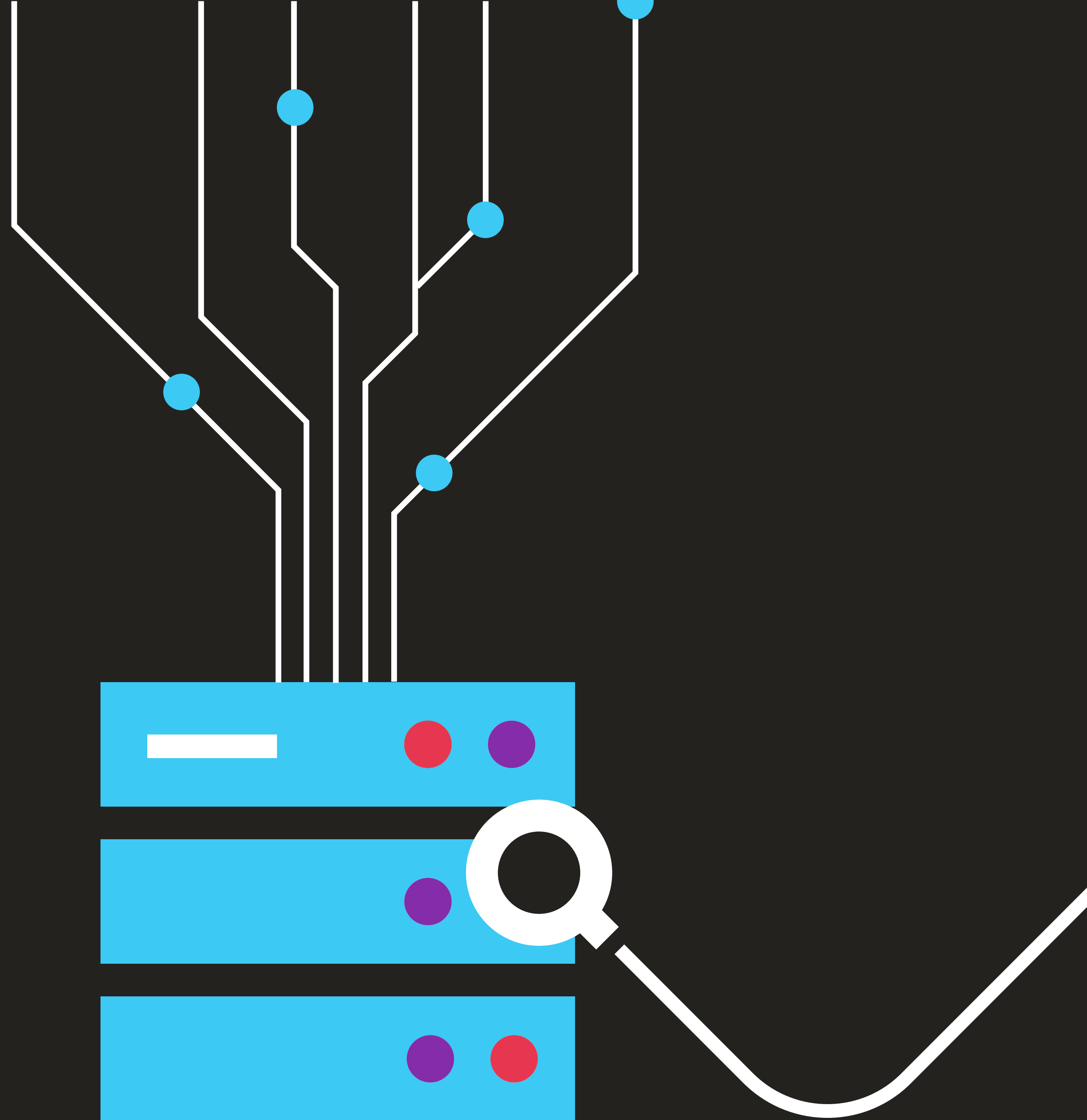# The Service Providers Guide to Optimized UC

A comprehensive guide on how to manage performance, optimize efficiencies and leverage your hosted, cloud or hybrid unified communications environment to meet service level agreements.

Contents

Introduction

With unified communications, you're not just enhancing your customers' enterprise communication, collaboration and productivity. You're providing a great experience, helping their business succeed and contributing to their bottom line. As a managed service provider, you are also focused on accelerating revenue, reducing service delivery costs and meeting SLAs.

However, to fully realize these benefits and achieve maximum ROI from your UC service offering, it's critical to optimize your UC environment specifically for service provider specific requirements. That's where UC best practices can help and why we've developed this guide.

In the pages that follow, we'll take you from understanding your customers' UC needs and meeting their expectations, to setting your goals, reducing your environment's risk and migrating to the cloud or hybrid path. We'll look specifically at the things to watch out for and putting your plan B in place.

We demonstrate the best ways to keep your finger on the pulse of all things UC and guide you on deciding which platforms are right for you. We'll even teach you how to troubleshoot your customer's UC ecosystem like a ninja.

We'll help you benchmark your performance today so you can easily see the gaps, fill them in, and measure the impact. We discuss empowering your network team and even ponder the notion of whether they can wear the digital transformation cape. Lastly, we take a look at market trends, share expert insights, and look to the future of UC.

Why read this guide?

Looking to control costs? Optimize operational efficiencies? Meet stringent customer SLAs? Then keep reading.

This guide is for every frustrated Network Administrator, under-appreciated UC Ops Manager and overworked CTO at every managed service provider striving to deliver a great UC customer experience and maximize bottom line revenue. If you want to get the most out of your unified communications and collaboration offering investment, this read (or skim read) is for you. It is jam-packed with high-level and detailed best practices for service providers. We encourage you to share this guide with your team.
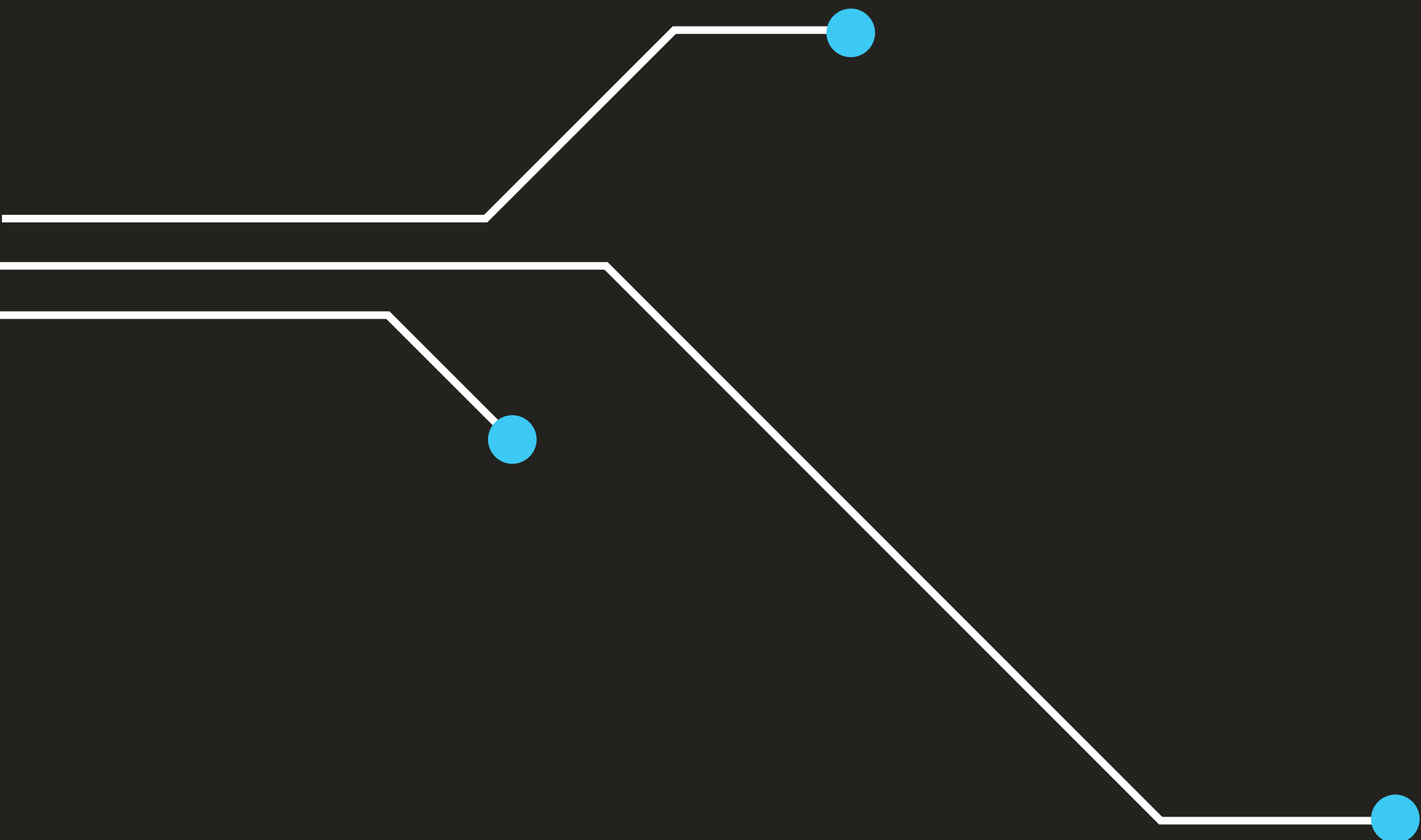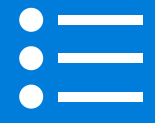
How service providers can own UC optimization

01

01
How service providers can own UC optimization

It's important for your customer to have a positive and rewarding experience. As a service provider, it's your job to make sure your customers have a great experience, every time. Your customers come to you because they don't want to deal with service issues – they want you to handle it.
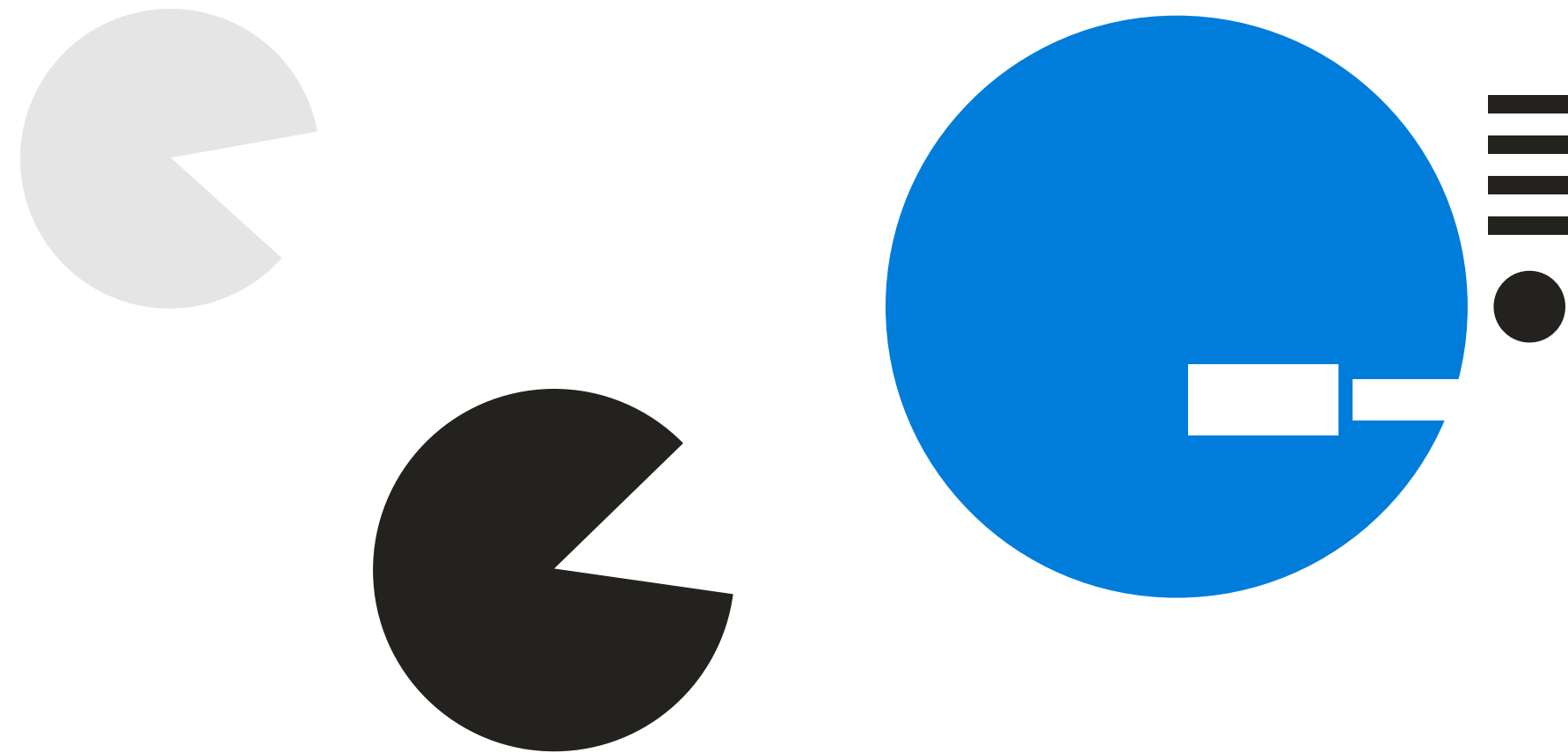
How IR can help service providers

Accelerate time to revenue

Service providers can reduce their time to deploy and activate new managed customers faster with Prognosis. Prognosis gives service providers new innovative revenue streams that provide value-added services for customers. Flexible deployment and operation models support many service provider business models including private cloud hosting, premise remote managed, single and multi-tenant, etc. Prognosis enables streamlined deployment with a minimal technology footprint through virtualised software and API-based data gathering. No need for hardware probes.

Reduce service delivery costs and improve efficiency

Being forced to employ separate tools for various vendor systems to gain visibility and insight is costly and inefficient. Prognosis for service providers reduces costs and improves service delivery efficiency across multi-vendor UC and CC services. It minimizes downtime and improves mean-time-to-repair (MTTR) for service impacting incidents with costly SLA penalties and customer dissatisfaction. Prognosis offers a centralized view across customers in one operator experience; from single solution to multi-tenant deployment architecture.

• Automatic integration with incident management and other critical IT.

• Operations systems streamlines deployment and simplifies management.

• Comprehensive alerting and customized thresholds.

Meet SLAs and deliver customer satisfaction

The monetary penalties dealt from not meeting SLAs hurts revenue and margin. Deliver peace of mind to customers with proactive monitoring, alerting and troubleshooting. Prognosis provides deep domain experience with service provider expertize built in, plus customer access to view performance reports and validate service delivery.

IR's service provider offering

FIND OUT MORE ›

Enable your customers with UC and collaboration

02

02
Enable your customers with UC and Collaboration

Disrupt or be disrupted

Work is no longer a place that we go, but something that we do. This means there's a growing need to enable workers to effectively collaborate with each other, with customers, and with partners, regardless of location. Collaboration solutions are rapidly evolving to reflect this shift.

In the past, we relied heavily on face-to-face meetings, which often required expensive travel. Today, using the latest collaboration tools, we are able to bring together remote teams in real time at short notice using rich media including video and web conferencing as well as digital whiteboards. This allows us to gain access to expertize, bring stakeholders together, make decisions, and move business processes forward faster and more efficiently. Better collaboration tools take cost and time out of the cycle, which effectively adds margin into the business in the form of principal or shareholder value.

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When we're given the ability to watch and listen to a video or web conference, knowledge transfer rates jump to

70%

The rise of connected work

The collaboration trends we're seeing are leading to agile organizations that promote the open flow of information, meaning that people don't have to spend unnecessary effort looking for people, expertize or content. Users want to leverage these resources easily so that they can bring teams together, make decisions, and move projects forward. This often involves the new trend of self-forming teams that disperse after completing a task in a short amount of time. Ultimately, we're moving toward a landscape that's mobile, people-centric, contextual, collaborative, innovative and customer-driven.

## Collaboration tools influence knowledge retention

If we want to bring teams together to reach their goals quickly, the work environment should enable the highest level of knowledge transfer and retention. Better collaboration tools directly lead to a higher level of execution. When we're given the ability to watch and listen to a video or web conference, knowledge transfer rates jump to 70% – from 20% for audio only (Human Productivity Lab).

Team performance is necessary for growth

In the past, we gave employees the capability to grow their individual performance. Unfortunately, tools and individual effort can only lead to so much value before reaching a plateau. A study from a survey of CIOs shows that if you invest in optimizing both individual and team performance, it will result in higher overall growth in terms of revenue per employee. By allowing people to access the resources they need in real time, your organization will have a significant competitive advantage.

Capitalize on new revenue opportunity

Providing these powerful value-add collaboration tools is a path to additional revenue for service providers. Contributing to your customer's success and boosting their reputation with mission critical UC keeps them loyal and the revenue stream flowing.
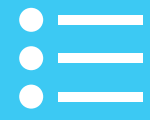
Why does a service provider need to deliver optimized UC solutions?

03

03
Why does a service provider need to deliver optimized UC solutions?

Don't risk SLA penalties or debilitating your customer's communications

In today's business world, communication matters more than ever. Customers are turning to MSPs every day for new ways to communicate - through more channels, on more devices and in more flexible ways. What happens if the technology isn't reliable? What if digital services to customers are unreachable, phones stop working, or video conferences crash? A small outage can have a big impact. As a service provider, you need to pro-actively manage UC performance, enhance the customer experience and deliver on SLAs.

Unified communications are the arteries and veins of your customer's organization and its connection to the outside world. Internally you risk not delivering against agreed SLAs. Externally your customers are paralysed. Unified communications keep the heart of the organization pumping.

Optimized UC keeps the communications pulse steady and channels unblocked. Ineffective communications and collaboration capabilities slow product development and decision making, putting your customers at a competitive disadvantage. Reliable communications and collaboration infrastructure that helps employees work efficiently allows your organization to breathe.
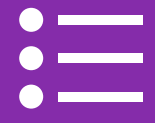
How can IR help you optimize your customers UC

FIND OUT MORE ›

Optimized UC is the best kept secret. Why? When UC is humming in the background, nobody pays attention – it's invisible. Customers simply run their business, as it should be.
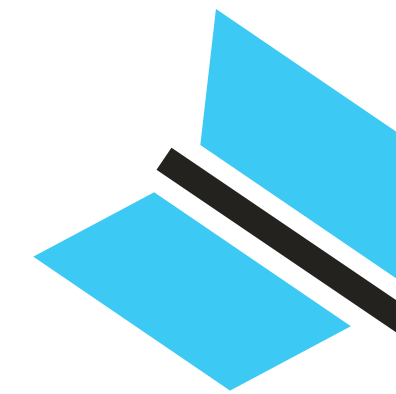
Don't just aim to fix – aim to optimize

# Transform your service provider UC Operations

04

04

Transform your service provider UC Operations

Achieving your operational efficiency goals

Operational efficiency is the journey to operational maturity, where UC is a well-oiled machine and doesn't break down. The journey involves stages: survival, awareness, committed, proactive, service aligned, and business partnership. The aim is to always be reaching for the next stage.

The journey involves stages: survival, awareness, committed, proactive, service aligned, and business partnership.
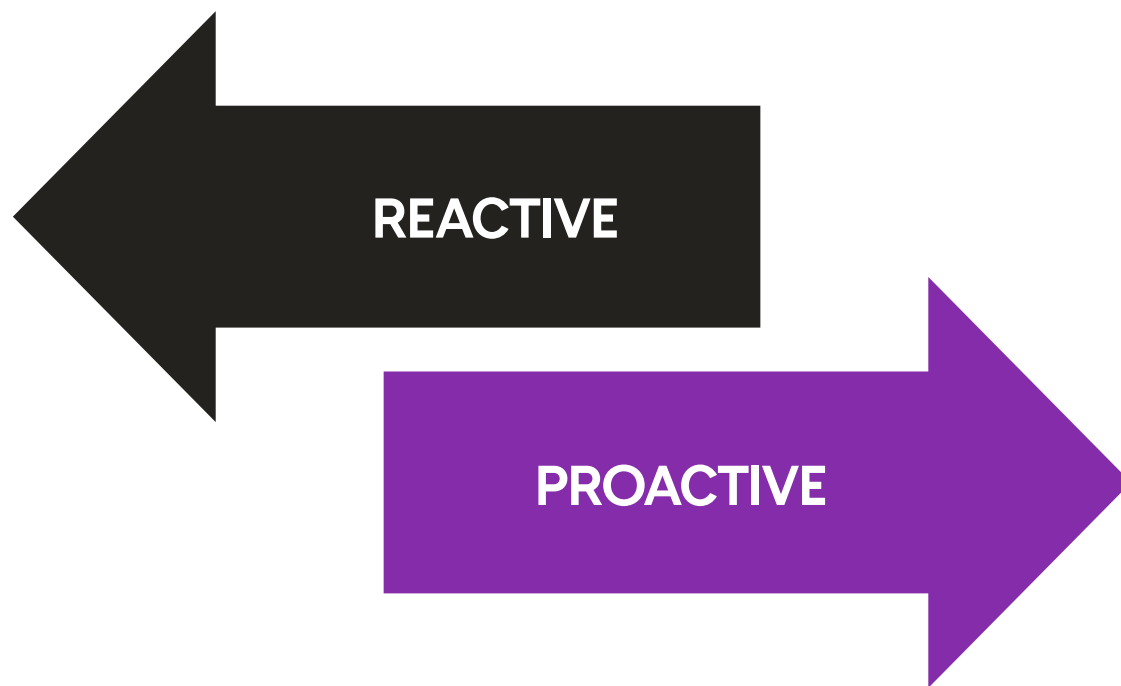
Which operational efficiency goals should you set?

As a service provider, you need to get ahead of issues before they are noticed by customers. Move from reacting to problems after they happen to proactively preventing them before they cause any damage. The goal is to gain real time monitoring and fast troubleshooting and not solely depend on historical reports.

Operational goals are sometimes based on minimizing downtime, achieving high user satisfaction scores, achieving high rates of adoption of provided UC apps, or trying to ensure operating expenses are in line with, or lower than, industry benchmarks.

Some companies focus on connecting the dots of disparate systems into a unified view, a single pane of glass. When this level of visibility is available, IT teams benefit from much faster turnaround on incidences. The overall resolution time is dramatically decreased.

The other common category companies can fall into is when they are overseeing the deployment of or migration to a new system. As you can imagine, if you implement a new system and it performs worse than the existing one, the consequences can be severe. Having clear goals on what success looks like during and after migration makes it easier for everyone involved.

**How can achieving efficiency goals transform your operations?**

It's not uncommon for customers to turn to their service provider only when there's a problem with the phones or other communication channels. When things go wrong, it's up to the service provider to fix it; they're the "firefighters." But they should be known for more than that.

Although firefighting is often where the operational efficiency journey starts, it is not where it ends.

If the service provider UC team leads their customers strategic changes that reduce costs, adoption of collaboration technologies and help customers' employees be more productive, they're no longer just firefighters. They're the peacekeepers, the problem solvers, the insights team and the optimizers. This is where service providers help transform their customer's business.

What has this got do with operational efficiency goals? As the UC team achieves their goals, they are transitioning from the "fixers" to the "optimizers."

This mindset shift is an important piece of transformation. If everyone only talks to the UC team when they're frustrated due to a system being down, the outlook will be negative. But if you can be more proactive and strategic about outages and the team is focusing on improvements, the dynamic changes.

REACTIVE

PROACTIVE

04
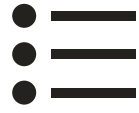
Transform your service provider UC Operations

Tapping into the power of optimized UC management

You can optimize your UC management by first aligning the right people, processes and technology to better serve your customers.

People

- *Expert team (in-house):* In-house resources are familiar with the day-to-day fluctuations and will notice irregularities faster than outsourced help.

- *Trusted technology solution partners:* Channel partners are a valuable resource for providing expert advice on new technologies in the marketplace, helping in new rollouts, and recommending best practices.

- *Buy-in from the top:* Ensure your UC champion is communicating the challenges and strategic vision of an optimal UC effectively to C-level executives.

Technology

- *Network reliability:* Your network will always be efficient if network capacity is correctly provisioned to meet required demands. If network demand increases, so too must your bandwidth.

- *Trusted vendors:* It is twice as hard to optimize your UC if you rely on building tailored solutions from scratch. A vendor that integrates with a variety of platforms and vendors will make your life easier when you want to tap into higher performance.

- *Monitoring and troubleshooting tools:* Most UC environments are made up of technology from multiple vendors, across call management platforms, networks and session border controllers (SBCs) – you need to gain end-to-end visibility of the entire ecosystem to monitor it effectively. The same rings true for troubleshooting.

Process

- *UC optimization plans:* To optimize UC, get comfortable with changing the process of "this is how we do it." Start your plan by writing down a list of things you wish you could do; e.g., finding certain information in two clicks, reducing the time to produce weekly update reports, and so on. When you're happy with your wish list, prioritize the tasks in order of impact. Expand the wish list with ideas from other team members and peers in other companies. Asking an online community of UC users is a great way to generate optimization ideas. Design a plan around your final wish list and get started!

- *Threshold alerts and automatic fixes:* Set up threshold alerts (if you haven't already) when standard levels of fluctuation are exceeded. Better still, if you can, put in a failover procedure that automatically fixes the problems and prevents an outage from happening. Keep track of your alert settings; update them periodically and as changes occur. Don't set up alerts and leave them to rot. When rotten alerts are triggered, you're unnecessarily disrupted from other work or worse, outside of business hours. You do not want to be investigating a non-issue in your free time.
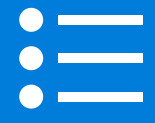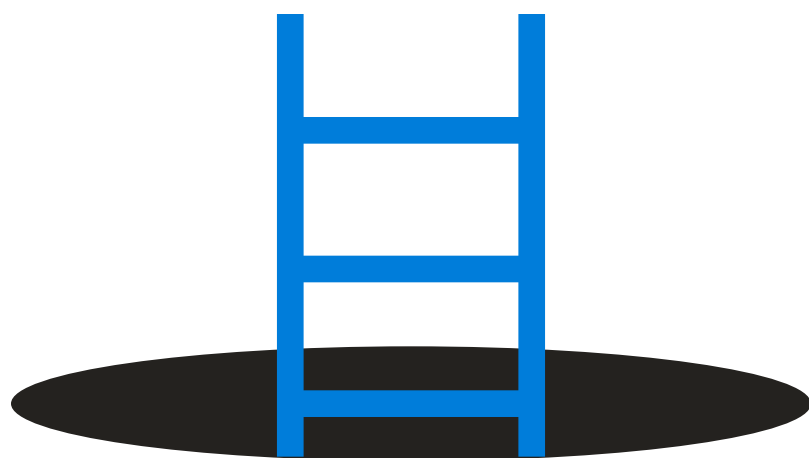
Optimizing your
UC management
and reducing risk

05

05

Optimizing your
UC management
and reducing risk

Benefits for everyone

When your UC environment is optimized and the risk reduced, everyone wins.

|	
Customer benefits	• Get the UC and Collaboration service they are contracting the service provider to provide. • Critical enterprise voice, video, chat and collaboration communications enhance business operations and sales.
Service provider benefits	• Operational efficiency gains through drastic reduction in MTTR and improved troubleshooting capabilities that reduce costs and positively impact bottom-line revenue. • Automation of UC reporting and alerting, performance management analytics, network testing and assessment, and repetitive processes. • Proactively manage and deliver customer service level agreements. • Achieve quicker ROI on new UC deployments, manage SLA adherence, deliver a better customer experience
Service provider team benefits	• A Network Engineer will benefit by spending a decreased amount of time on repetitive, low-level tasks. Instead, they can focus on more advanced projects. • An Operations Manager will benefit by not having to worry about the system falling over, safe in the knowledge that required threshold alerts and automatic fixes are in place. Their time will be freed up to work on more strategic initiatives. • The CTO benefits by not having to get involved with UC; it simply works. They can proceed with digital transformation initiatives, confident that UC is providing a solid foundation with a well-managed deployment that provides tangible business value.

Top 5 optimization opportunities

1 Leverage network capacity

2 Automate repetitive tasks

3 Connect intelligent alerts to automatic fixes

4 Focus UC experts on strategic projects

5 Give Level 1 & 2 engineers UC visibility
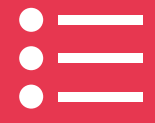
UC is a multi-vendor world

06

06
UC is a multi-vendor world

Though today's UC environments vary in their use of the cloud, they also differ in which UC solutions they leverage. Microsoft, Cisco and Avaya hold the lion's share of UC deployments globally.

While Cisco and Avaya are long-time players, Microsoft has drastically disrupted the market in the past few years with the introduction of Skype for Business. One of the challenges with UC systems management is interoperability between these multiple vendors.

For instance, a company might have Cisco in its contact center and use Microsoft Skype for Business in other parts of the organization for real-time communications, raising interoperability concerns and adding expense, time and complexity. Here are the non-negotiables you need to support multiple customer, multi-vendor environment.

Multi-vendor UC visibility

Using one tool that has visibility into all vendors, applications, servers, endpoints and network devices will give you a comprehensive view of your entire environment.

Deep UC troubleshooting capability

The ability to identify and resolve issues in a timely manner is crucial. Like with visibility, you need the ability to troubleshoot across the entire ecosystem, not just for one vendor. Having a tool that spans multiple systems and can troubleshoot across vendors can save a great deal of time and trouble by helping IT quickly find the root cause of a problem.

Are you in the UC cloud?

As discussed, the UC industry is moving inexorably to the cloud. A hybrid approach adds complexity and introduces questions about who owns what. Does a call fail due to an on-premises application or is it a problem in the cloud? Proactive performance management is more important than ever in a hybrid environment, because you need to know about potential problems immediately to maintain a productive workforce and a positive user experience.

REAL-TIME

PERFORMANCE

VISIBILITY
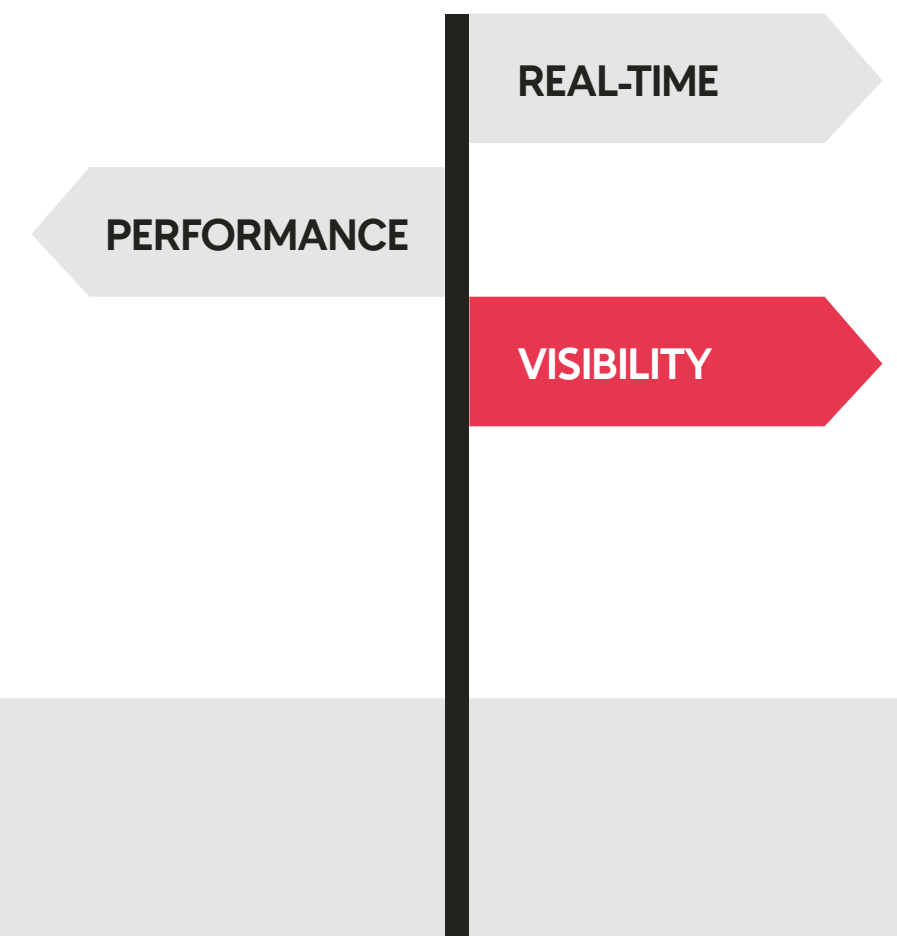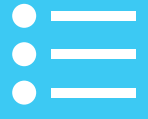
Vendor versus third-party monitoring tools

07

07
Vendor versus third-party monitoring tools

IT leaders and service providers alike rely on UC performance management tools for multiple functions: reporting, performance monitoring, analytics, problem resolution, uptime, event monitoring, auditing, root cause analysis and fault management.

Enterprises look to their service provider to maintain an SLA that keeps their business operating efficiently, even saving them IT resources. Service providers can capitalize on this opportunity to provide outsourced UC and collaboration performance management.

According to Nemertes Research (2017) UC performance management tools themselves save more than they cost. Since many IT leaders cite not having budget as a reason to not invest in UC management tools it's clear there is a gap in awareness. The report found that when organizations use specialty management and monitoring tools, their operational costs are substantially lower than for those who do not use such tools. In addition to lower operational costs, the use of performance management tools has shown to increase user adoption.

The difference between third-party and vendor monitoring tools

Vendor monitoring tools are made specifically for certain equipment; they monitor only the solutions of the supporting vendor. When it comes to third-party monitoring tools, you get much more. Third-party UC monitoring and troubleshooting tools generally have a multi-vendor capability. Third-party performance management tools have a wider view of the equipment and environment they monitor and manage.

Eliminate silos and connect the dots

If numerous people from various teams are trying to troubleshoot the same issue but from their respective areas, it's best to have all systems joined together to eliminate silos and see the bigger picture. It's easier to connect the dots when you can see all the dots on the same page.

Swap finger pointing for evidence-based insights

Have you ever been in a situation where you need information from other teams (network, desktop, or security) to troubleshoot a current issue? Third-party monitoring tools provide you with deep factual insights. You can use this evidence to drive actions with your vendors or across internal teams, where the issue occurred. You can start resolving the issue faster, rather than wasting time finger pointing.

The downside of out of the box

First-party vendor tools lack customization features, so what you see is what you get. The static nature of out-of-the-box solutions common in first-party vendor monitoring solutions means there is limited depth to available metrics.

Certification matters

It's key to have vendor-certified solutions in house. This will give you the confidence that the tool is going to work with the equipment you are going to monitor.

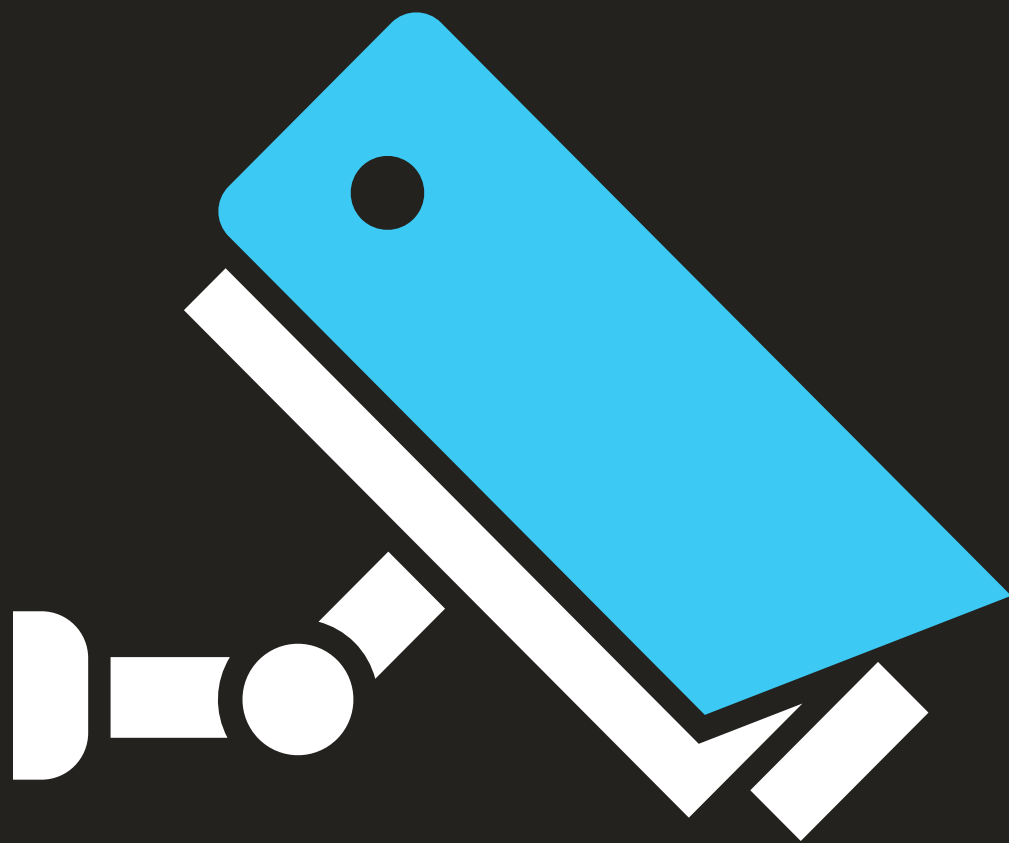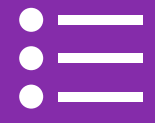According to Nemertes Research (2017) UC performance management tools themselves save more than they cost.

07

Vendor versus third-party monitoring tools

THOMAS PILZ

Differences between third party and vendor UC monitoring & troubleshooting tools

Keeping your finger on the pulse

08

08
Keeping your finger on the pulse

Share with your network

Online communities are a terrific way to get the best tips and advice from peers; whether it's for a hobby, an industry or a tool you use every day in work.

You can share ideas, get advice and receive support all in one place. It's great for quickly finding answers to everyday queries. There are plenty of vendor-owned, UC-related online communities, such as the Skype for Business Community and TMC. And good news – IR have launched the new online Prognosis community, take a look!

Access more relevant information

Access helpful tips, videos and resources on the IR Community based on your Prognosis preferences. You can get anything from lines of code from fellow engineers to sneak peeks into customized dashboards and instructions on how to build these out.

Find answers, accepted solutions, product documentation, and learning and development resources, as well as support and inspiration from other Community members.

Join the IR Community

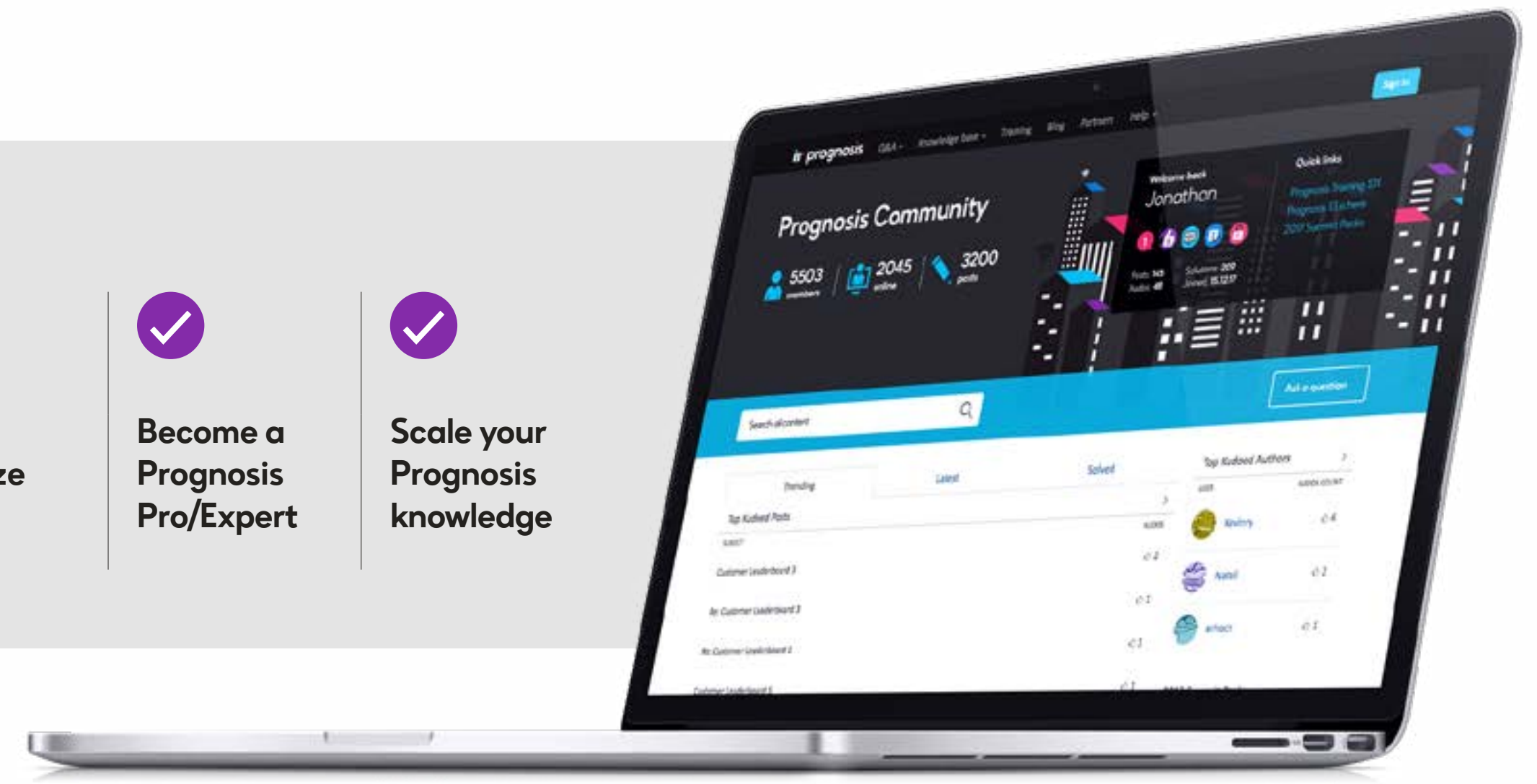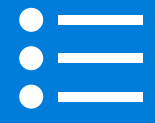| ✓	✓	✓	✓	✓	✓
Chat to other Prognosis customers	Share your best tips and lines of code!	Contribute to boards	Earn expertize badges	Become a Prognosis Pro/Expert	Scale your Prognosis knowledge

Troubleshooting like a ninja

09

09

Troubleshooting like a ninja

If troubleshooting was easy, everyone would be successful at it. There's an art to troubleshooting, and with the right tools and training, you can effectively combat customer UC issues that arise, or even before they become an issue.

Where to start

- ✔ Check your customer's network & server health
- ✔ Check the conference call history
- ✔ Check inflight conference calls
- ✔ Check network capacity
- ✔ Check endpoints
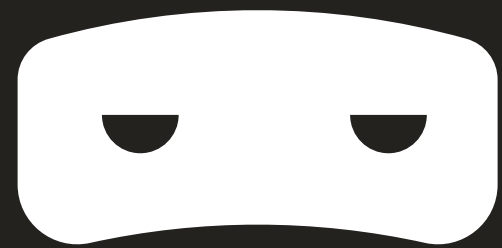
The UC model for problem solving

Step 1

Inspect the network problem and draft a succinct problem statement. Note symptoms and likely root causes.

Step 2

Collect the data points required to help isolate potential causes.

Step 3

Analyze possible root causes based on the data points and facts you collected.

Step 4

Design an action plan based on the causes. Start with the most probable cause and create a plan where you can test one variable.

Step 5

Deploy the action plan; implement each step carefully while testing to see whether the symptom goes away.

Step 6

Scrutinize the results to determine whether the problem has been resolved. If resolved, accept that the process is finished.
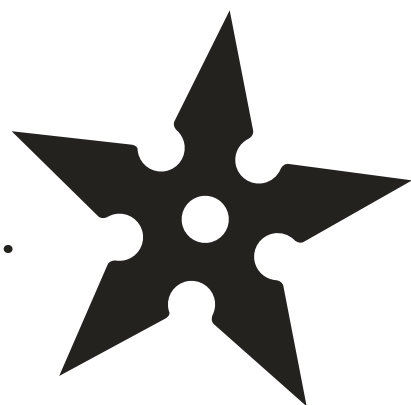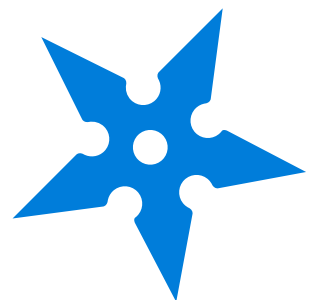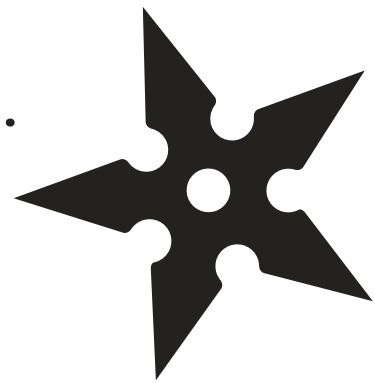
Not resolved?

Devise an action plan based on the next most likely cause on your list. Return to step 4 and repeat the process until solved.

09

Troubleshooting like a ninja

Getting more advanced

Servers running hot

Check the infrastructure metrics such as CPU, memory, services (if applicable) for your monitored devices. Overutilization of UC devices can cause performance issues in your application. Setting up proactive alerting to let you know via email or SNMP trap when infrastructure metrics are about to hit critical is key when monitoring your customer environments.

Voice quality

All major vendors allow you to report on voice quality metrics from Avaya, Cisco and Microsoft to SBC vendors like Oracle, AudioCodes and Sonus. Being able to historically search and review troublesome calls is critical for finding out the root cause of voice quality issues. Searching by user or extension in a performance management tool like Prognosis allows you to view calls a user or extension made and diagnose by looking at degradation factions like packet loss, jitter, latency. If you have an SBC in the environment, you can also view the call path from end to end with VQ360.

How IR customers are leveraging Path Insight

FIND OUT MORE >

Use a network troubleshooting feature set like IR Path Insight:

a. If your customers are using Avaya or Skype for Business, you can view the network hops that a call has taken. The Network Hop visual diagram shows the latency between each hop. You can click on these router/switches in the diagrams to get plain english root cause analysis of that network interface. For Cisco, even though network hop data is not reported by the vendor, you can still go into the network troubleshooting link in Prognosis Web UI and review problematic interfaces.

b. If you're having voice quality issues, it is always a good idea to check if QoS (DSCP) is enabled on the network. This indicates whether the voice is being prioritized correctly over other traffic. Path Insight comes built in with a synthethic call simulator that allows you to run a test to indicate exactly which router or switch is stripping or not configured for QoS.

Top tips

Cross off the basics

Tech support always starts by asking "Have you unplugged it and plugged it back in?" UC troubleshooting is no different, so start with the basics like verifying that all end points are connected correctly, whether the network is down, and the state of your server health.

Trust your instincts

If you have a hunch on where a problem started, investigate accordingly until you can rule it out or find the root cause.

Stay curious!

Have you ever been reviewing analytics or pulling reports and something completely off topic catches your attention from the corner of your eye? Our advice: stay curious. See what is causing you to pause and squint at the screen; you might just solve a problem or prevent one from occurring.

Traits of a black belted troubleshooter

- Tenacious
- Curious
- Persistent
- Patient
- Outside-the-box thinker
- Competitive
- Attention to detail
- Stars Wars fan

Measure the impact and optimize

10

10
Measure the impact and optimize

Determining the right UC metrics to measure

When managing a complex multiple customer, multi-vendor UC environment, a fundamental requirement is an overview of the current state of the complete ecosystem and an effective alerting system that identifies when issues are occurring, or ideally before they occur. This requires a dashboard that provides an end-to-end visual representation and drill-downs to aid fast troubleshooting.

Not everything that can be measured counts...

Measuring QoS: MOS or the R-Factor?
The Quality of Service (QoS) of voice and video is usually the most reliable indicator of the health of the entire UC environment and generally appears as a metric on CIO dashboards. It can be measured by Mean Opinion Score (MOS) – a subjective measure using a 1 to 5 scale, where 5 is excellent, or measured by the R-Factor, which uses a scale of 1 to 100, with 100 being excellent. MOS takes into account the CODEC being used as well as network measures such as packet loss, latency and jitter.

From MTTR to MTTI
Mean Time to Repair (MTTR), the speed at which problems can be resolved, is another common metric. However, a commonly held view is that 80% of MTTR is Mean Time to Identify (MTTI). Once the issue has been identified, a resolution is often quick to follow.

Averages Ignore Outliers
Subjective measures like these are a generalization and only encapsulate certain elements of a call. So, despite a high MOS, users may still be experiencing issues such as insufficient sound levels. Scores are also calculated on the mean data, so can ignore outlying issues: they can miss an important issue such as a high percentage of low scores coming from a concentrated group of affected users.

Real-time Monitoring and Alerts
UC performance management tools should monitor QoS in real time and alert IT Operations to issues as they are occurring.

Testing Inside and Out
Proactive testing of UC environments using agents that generate synthetic calls internally, combined with an external testing service automatically placing real calls into the organization, will identify whether there are issues with incoming and outbound calls.

Tying UC metrics back to the business objectives

The demands of the business on IT Operations has significantly increased in recent years. It's easy to forget that at a minimum, all end users expect voice calls to just work. This was much easier to achieve using dedicated phone lines, but when calls are routed over the same network as all other data, issues are bound to occur. Add to this the network bandwidth demands of video traffic and application sharing and you have significant complexities. Those who take the time to plan and have the foresight to include ongoing monitoring and troubleshooting as a prerequisite to a UC deployment are most likely to have satisfied users within the business.

Aligning IT metrics to business metrics should not be a 'set and forget' process, as requirements invariably change over time.

Advanced Reporting and Analytics
As a service provider you are focused on meeting or exceeding stringent SLA and complex performance metrics. Advanced reporting and customizable dashboards can help you protect revenue and avoid SLA penalties by providing proof of performance and compliance, and an evidence trail that highlights any issues.

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Measure the impact and optimize

Q & A WITH KEVIN DONOVAN

What sets an insight and golden nugget apart?

Turn UC insights into golden nuggets

Too often, insights get overlooked. We look to reports and analytics for answers, forgetting insights are garnered when we dig deeper into the analytics. But what sets an insight and golden nugget apart? Let's say you get 10 actionable insights from a month of troubleshooting your unified communications. It's likely only one of them holds the key – or trigger – to a big opportunity or threat. This is a golden nugget.

Apply lessons learned serving one customer to others experiencing similar issues with their UC environment.

Uncover every implication the golden nugget could have. Be prepared to offer an action plan on how best to deal with it – or better still – how you dealt with it for the good of the company. Clearly illustrate the impact of your actions. For example, showcase the productivity gained in a monetary value, or the financial savings made, or the potential future earnings – these will all pique the interest of the C-suite.

### What's the difference between analytics and insights?

Analytics are a collection of data whereas insights are the pieces that we extract from the data that are actionable. You can do something about insights and utilize them to help your business.

What makes the C-suite pay attention to unified communications?

When communication channels are down, it can be devastating, whether direct or indirect. The C-suite wants to understand what may take the business or UC down, which is often revealed in the nuggets.

### What does a golden nugget look like in real life?

Days before Black Friday, a large U.S. financial company's system crashed. Prognosis quickly identified the golden nugget that delivered the root cause of the issue and why it crashed. With Prognosis they implemented an early warning system of threshold alerts, enabling them to prevent crashes in the future. They could then sail through the peak sale season without any problems.
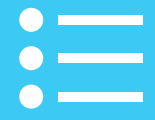
Unlock the power of Prognosis
for service providers

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Unlock the power of Prognosis for service providers
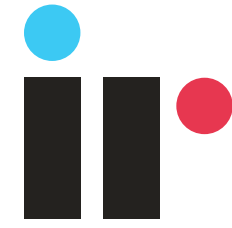
The best practices offered in this guide can help service provider support teams manage their customers' UC environments effectively. IR Prognosis helps service providers deliver a differentiated UC offering with a great customer experience – gaining the competitive edge.

Leverage Prognosis in your UC program to increase revenue, optimize operational efficiencies and deliver more value to your customer. As an IR Partner, you can:
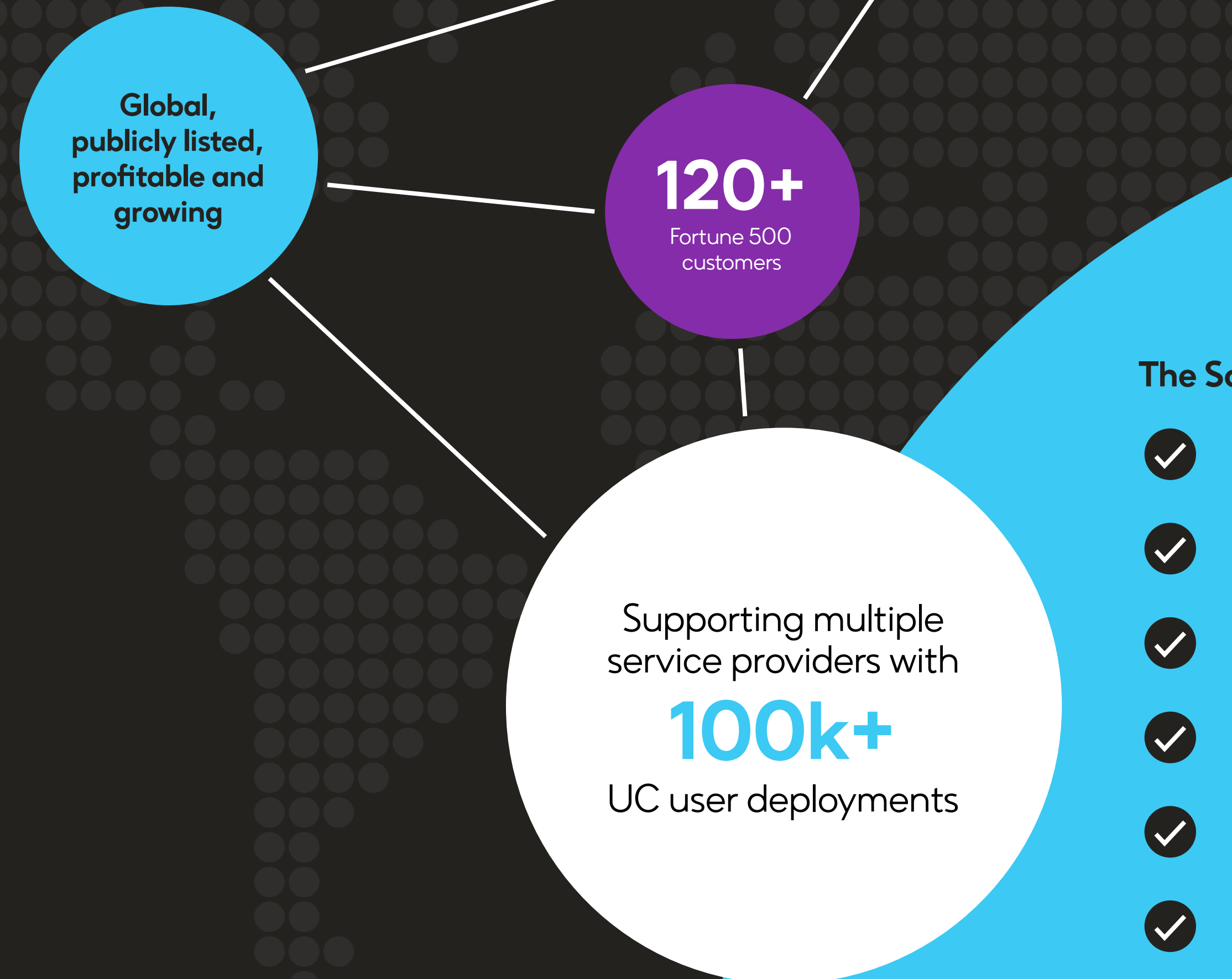
1 Build competitive differentiation through IR's innovative and award-winning solutions

2 Meet and exceed customer SLA while boosting your profits

3 Capitalize on automation of processes and repetitive tasks

4 Expand your service offering with confidence of delivering customer satisfaction

5 Leverage Prognosis multi-vendor platform to manage diverse customer systems with single performance tool

6 Get support every step of the way through IR's online Community of experts

Conclusion

Delivering a great user experience across your UC environment is no small task. But with careful planning, an energized and productive team, and the right technology partners, you can optimize your UC management in a way that enhances the communications experience for your colleagues and customers alike.

About IR

17m+
endpoints managed by Prognosis

Global, publicly listed, profitable and growing

120+
Fortune 500 customers

Supporting multiple service providers with
100k+
UC user deployments

The Solution: Prognosis

- Market-leading communication experience and performance management

- 17+ million endpoints managed by Prognosis

- Cisco certified management solution, listed on Cisco SolutionsPlus

- Skype for Business certified and recommended in FastTrack

- Avaya sponsored and recommended solution

- Multiple 300K+ user deployments

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