




UNIFIED COMMUNICATIONS PLUS UNBREAKABLE INTERNET AS A SERVICE – SALES PLAYBOOK

We offer a unique cloud-based software defined networking technology that delivers **always-on connectivity** and maintains voice and video calls even when a link fails. In addition to maintaining connectivity, the Unbreakable Internet solution also **optimizes network performance** by enforcing QoS rules as part of a **cloud-managed service** that delivers excellent experiences over regular “best effort” broadband connections.



OPPORTUNITIES TO SELL UNBREAKABLE INTERNET WITH UNIFIED COMMUNICATIONS-AS-A-SERVICE AND CONTACT CENTER-AS-A-SERVICE

Opportunity Type	Description	What to Sell
 Greenfield	Target customer is not using cloud-based VoIP/ UC/ Contact Center services.	Fully managed Unified Communication/ Contact Center plus Unbreakable Internet as a service on a per user basis.
 Upsell	Existing customer that is using cloud-based voice/ UC/ Contact Center services and wants guaranteed quality.	Unbreakable Internet as a Service add-on on a per user basis.
 Replacement	Target customer is using a 3 rd party cloud-based VoIP/ UC/ Contact Center services.	Fully managed UC service with Unbreakable Internet as a differentiator. OR Initially get a foot in the door with Unbreakable Internet service and later expand by replacing their UC solution.

IDEAL CUSTOMER PROFILE



Small and Medium size business locations with no or limited IT skills



Voice and/or video service is business-critical



Currently using or planning to use cloud-based phone system or collaboration solution



Experiencing issues with the quality and downtime of voice/ video communication



Paying too much for the connectivity – either for private connection or oversubscription of bandwidth

ENGAGING THE CUSTOMER

Talk Track: The Business Challenge

Many businesses today suffer from quality challenges with their cloud-based phone systems and conferencing solutions. Either their call drops in a middle of an order or a screen freezes during an important business meeting – resulting in frustrations and revenue loss. These problems often occur because of office network connectivity issues.

Elevator Pitch

We offer a fully managed unified communication solution with an integrated unbreakable Internet that maintains live voice and video calls even when the Internet link fails. We guarantee always-on connectivity and top-quality communications for all your business locations at a reasonable cost on a per user basis.

ADJUST YOUR POSITIONING TO WHAT CUSTOMERS ARE MOST INTERESTED IN



Is Voice & Video business critical & is there a pain point?

- ✓ Do you experience quality issues such as screen freeze or choppy sound on voice and video calls?
- ✓ Do you rely on voice and video calls for sales, team collaboration and customer service?
- ✓ Have you experienced any network issues which caused your phone systems to completely go down?



Do they fit the target profile?

- ✓ How many employees do you have? Are they all at one location or multiple locations? How many locations do you have?
- ✓ What kind of Internet connectivity do you have at these locations? How much are you paying for it?
- ✓ Do you have an IT Team to configure and manage network connectivity and communication systems?



Where are they are in their buying process?




- ✓ Are you evaluating any solutions to solve your voice quality issues? What have you tried so far?
- ✓ How satisfied are you with your current business communications services?
- ✓ Has anyone talked to you about SD-WAN?

ADJUST YOUR POSITIONING TO WHAT CUSTOMERS ARE MOST INTERESTED IN?

Customer Need	What to Position	What to Say
Customer is concerned about moving to cloud UC due to quality and security issues. Has no IT team.	Pitch Turnkey Managed Solution at Lower Cost and High Quality	We offer a completely managed cloud-based communication and network as a service solution for your office locations. It comes at a low and predictable monthly cost per user along with our guarantee of no dropped calls, and top-quality communications experience every time.
Customer is experiencing quality issues and wants to stop the business impact	Pitch Guaranteed Quality Assurance at Affordable Cost	We have a unique and affordable unbreakable Internet solution that guarantees no dropped calls and a top-quality communications experience every time at a low and predictable monthly cost. I would love to share a 3-minute video that demonstrates a seamless failover of a live video call.
Quality is not a major concern, but customer want to reduce the cost of connectivity and phone system	Pitch Cost Savings without Compromising Quality	Our monthly subscription model on a per user basis for communication and network as a service significantly lowers the cost. Our unbreakable Internet solution prevents revenue and productivity loss by guaranteeing zero network downtime and top-quality voice and video calls.

STEPS TO SUCCESS

RE-ENFORCE KEY VALUES OF INTEGRATED UC AND UNBREAKABLE INTERNET AS A SERVICE

-  **Easy to Buy:** A low-cost CPE, plus a monthly subscription service – billed per user
-  **Easy to Deploy:** No complex IT requirements to install the edge device. Simply make the cable connections and power on, and the cloud-based configuration, per site, is performed remotely as part of the service.
-  **Easy to Manage:** Cloud-based network management is included as part of the service, and customers can view network and UC performance through a single pane of glass.

USE SALES RESOURCES



3-minute Demo - Live UCaaS Call Failover [Click Here.](#)



Infographic: SD-WAN Failover [Click Here.](#)



SD-INTERNET Product Sheet [Click Here.](#)

ANSWER CUSTOMER QUESTIONS AND HANDLE OBJECTIONS

Do we have to switch from our current network service provider?

We offer network services bundled with our UCaaS solution but if you are contractually obligated to use your current network service provider, we can still offer you our unbreakable UCaaS service

If you are not providing the connectivity, how can you ensure the quality of voice and video?

- Our unbreakable Internet solution is agnostic to the underlying network. It leverages SD-WAN technology and can aggregate multiple Internet links to make sure your real-time communications never suffer from poor performance.
- Jitter and delays in the network cause poor voice experiences. Our unbreakable Internet solutions provides QoS (quality of service) to eliminate these inconsistent and disruptive communication scenarios.
- Our unbreakable Internet solution manages network congestion and ensures that voice & video communications are always protected, even when using “best-effort” broadband connections. Businesses get private network quality at much lower cost.

How can you guarantee no dropped calls?

Our unbreakable Internet solution is designed for real-time applications to prevent interruptions, even when a link completely fails. We instantly transition a failed link to a live link within milliseconds, maintaining all voice services on the cloud-managed connection with no IP address change. Your users will not feel any interruption in their communication experience.

Do we need to install any equipment or change our router or firewall?

You do not have to change any router or firewall. We will provide a small, cloud-managed router type device for each branch location. You just have to connect the Ethernet cables, power it up, and we will do the rest remotely.

How much does it cost or what's the commercial model?

We offer a unique commercial model for the unbreakable Internet solution. The cost for a site is based on the one-time purchase of the low-cost edge device, plus a recurring fee based on the number of users.

BRING IN EXPERTS

Contact the Adaptiv experts to dive into detailed questions about the how.

WHAT NEXT?



GET MORE DETAILS:

Get more details by adding solution with Nuvola Distribution, [Click Here](#).



REQUEST A DEMO:

Contact Nuvola to experience the quality and reliability of the Adaptiv Networks solution, [Click Here](#).



FREE CONSULTATION:

If you're just looking for some expert advice on your business cloud connectivity requirements, just reach out to start a conversation with us!



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