

Channel prepared to pounce on a wealth of opportunities

Business plans concocted pre-pandemic were thrown out the window as the requirement for two years of crisis thinking to protect revenue and staff wellbeing became paramount. In the wake of the pandemic, thinking pivoted from response to recovery; a stabilising period that saw many get back on their feet.

According to a joint leadership piece from Deloitte and Salesforce, we are entering a third stage, where businesses can come out of recovery and begin to thrive, putting in long-term thinking for the next three to five years.

The joint report aptly labels this stage as 'Preparing for the next normal', which will largely be driven by emerging technologies that the channel has become proficient proprietors of. The looming PSTN switch off and the fibre and 5G rollouts all present significant revenue potential for channel operators.

With the shift to a thrive mindset, it seems like prime time to check in with the channel to discuss future planning. We asked our forward-thinking channel friends to share with us the key trends shaping long-term strategy and divulge how they were aiming to maximise on the big opportunities that lie ahead.

Our expert panel also discussed potential future roadblocks and how they aim to minimise risk.



CHRIS MORRISEY
LILY COMMS

The 2025 switch-off presents a huge opportunity and we are firmly focused on capitalising on the 'Golden Triennium' period. This has shaped our long-term strategy, along with SME's post-pandemic realisation of the need for digital transformation, which is no longer a buzzword for businesses but a requirement. It's also seen as a practical way to improve revenue and efficiencies, presenting further opportunities. Roadblocks however have appeared on our growth journey, such as interoperability challenges as big networks are now finding themselves becoming reliant on software developers to keep track and facilitate product growth at pace and with industry-leading USP's. The main challenge this year however has been recognising the distinct barriers to excellent recruitment. To overcome this, communication through the right channels, is key. If you find and retain the right people, you will likely win. Fail to attract the correct talent and you may struggle.



MICHAEL J THORNTON
KSM TELECOM

KSM Telecom's long-term strategy is one of full integration of all IT and comms solutions provided as a single pain of glass, or as some put it, one a...e to kick. Being able to provide businesses with all their IT and comms needs provides them with continuity of supply, productivity, security and improves performance across all departments. Many will say this is nothing new, but the fact remains that few companies are providing comprehensive solutions. Key to the success of this direction of travel is to have the right products and services but ultimately the right team members. Our strategy is and always will be to recruit people that can add value and skill set to the team. Additionally, our industry-recognised apprenticeship programme also provides an excellent platform for young graduates to join and succeed. Our goal is simple; provide the best, deliver the best, support the best.



DUNCAN WARD
ENREACH

Planning and preparedness are things we've embraced even more post-pandemic, with the potential threats to the quality of customer experience, such as lack of real-time engagement, communication and customer understanding. We have been able to demonstrate adaptability, reactivity, and flexibility which means supporting customers with the best approach. We put the customer at the heart of everything we do and have a core focus on customer experience, which allows us to plan with confidence. Delivering excellent customer experience isn't just about being responsive, it's about meeting the exact needs of every customer to their requirements. To continue delivering this high level of service, we are improving our ways

of working so we can be completely responsive to customer needs and preferences. Whether that's video calls, live chat, on-site visits or remote support, we are diverging our communication portfolio so customers can reach us 24/7 with confidence.



MARK SHRAGA
SOUTHERN
COMMUNICATIONS
GROUP

The future of SCG is focused on delivering on the promise of cloud to businesses at every level. By leveraging our ability to deliver software-defined services, hybridised telephony solutions, and a full spectrum of licence-based solutions, we are solving 'knotty' problems in the health, education, and retail sectors. These are focused on workflows, supporting dispersed workforces and enabling flexible estate management. Educating the marketplace is key to our growth strategy, with significant investment going into video case studies, 'how to' guides and an online learning platform for our channel partners and customers. We have been investing in strategically placed infrastructure, particularly over the last six years, positioning us extremely well as 2025 approaches. Alongside an array of valued carrier/supplier relationships we are differentiating our offering with two cloud telephony platforms, direct routing and a SIP network that enables us to provide highly resilient and secure, customer-centric solution.



Prepare your customers for the
full-fibre future



BERNIE MCPHILLIPS
PANGEA

Once-in-a-lifetime changes are happening - the PSTN is switching off and 2G and 3G networks are sunsetting. Suddenly, a tonne of legacy devices need swapping out. This represents a huge opportunity for providers of intelligent mobile data solutions. Many of these devices were previously out of scope due to the cost of change, but now the connectivity is up for grabs. And fibre is no longer king here. In fact, it can even be inconvenient to use. But intelligent mobile connectivity's flexibility and robustness make it the perfect replacement. And we're supporting the channel by running webinars and deal clinics, plus offering sales tools that tell our partners when their PSTN services switch off—and the perfect mobile data service to replace them. It's up to the channel to engage, but once they do, we'll hold their hands and guide them through these seismic shifts in the growing IoT world.



ANNA ROPER
ONECOM PARTNERS

The impact of the big switch off, 5G roll out and IoT in driving digital transformation are shaping our long-term strategy. Our strategy as an aggregator of services enables our partners to access tier 1 carriers and networks, providing them with choice of best of breed products across mobility, connectivity and voice. Harnessed by our relationship with suppliers we can provide aggressive propositions to empower our partners to grow their revenues and increase margins. The industry's ability to provide access to new technology to support customers leading up to the big switch off in 2025 is a potential roadblock. We make sure we educate and upskill our partners around new technologies and the market transition to all IP,

whilst also providing them with bespoke support to manage the change with their individual customers.



FRASER FERGUSON
KUBENET

At KubeNet we understand that we share many of the same challenges around rising costs, rapidly evolving technology and a difficult recruitment market. As an MSP, it's on us to find solutions to these challenges, with a sustainable Cloud and achievable Digital Transformation strategy crucial to the success of the Channel and our clients. In 2021 we started to develop an internal strategy which could be transferable, with our goal to bring our clients along with us on the journey by developing client-centric platforms including enhanced data analytics, reporting and AI network monitoring. Our aim is to deliver agile solutions that provide enhanced business continuity and insight and create future revenues. We do face challenges and resistance, particularly around ownership, with clients feeling they may lose control of their environments. Despite the increasing difficulties we are facing, we believe this will be key to our future and the challenges ahead.



NICK LAKE
ARMSTRONG BELL

Acquiring an MSP capability was always part of our strategy. Finding an organisation with the right people and ethos at the right time was the challenge, and we're fortunate to have found that company and completed the transaction in 2022. Our biggest opportunity now is to cross sell and upsell the two portfolios of products – adding significant value in the process. For any reseller the key to success is maintaining relationships with reputable partners that respect the history and skillset of the smaller party and we will work with them flexibly to mutual benefit. Currently, recruitment, retention, rising costs and the uncertain economic outlook are all concerning, but we have been through worse – we'll stick to our values and

look after our customers who rely on us to steer them through the same choppy waters. Our long-term strategy and purpose remain to enable productivity, process and collaboration.



ANDREW DICKINSON
JOLA

Most resellers and MSPs in the UK either sell or have sold mobile but comparatively few have productised mobile data. In terms of margin and opportunity the two couldn't be more different, but resellers set up to bill CDRs and support traditional mobile have a head start when it comes to IoT/M2M. Jola's strategy is simply to encourage the channel to get into mobile data by supplying differentiated products, keenly priced, delivered and managed via a world class self-service portal. The only barrier is mindset and we overcome this through case studies, use cases, and the MRG™, a unique process that helps our partners find, convert and deliver large global IoT/M2M projects. For many PSTN-replacement projects, mobile data is the only viable solution. If resellers don't establish a partnership with a mobile data aggregator soon their customers may come under attack from competitors with a full switch-off portfolio.



SHIV PASSAP
BTT COMMS

The legacy network switch-off of and, in particular, the longer-term goal of the removal of all copper-based services is a key factor in our long-term strategy, as we know connectivity is the foundation building block of utilising modern-day comms and bandwidth is key in delivering this. With the introduction and deployment of faster, more reliable full fibre FTTP broadband networks being built rapidly across the UK, we are partnering with strategic partners utilising the various FTTP networks that are now available across the UK and looking to early adopt where possible. The biggest problem we face is that FTTP is only available to approximately 37% of UK premises, and as an MSP our reach is lower than this due to partnerships which are not always possible with all fibre carriers. Having access to all FTTP carrier networks, particularly in rural locations is key to enabling us to deliver our solutions.



SOHINI RAIATHATHA
REDSQUID

It's an incredibly difficult time for many businesses, battling with the energy crisis, inflation, challenges with recruiting and looming cyber threats. At the same time, many are still operating on legacy technology that slows operations down. At RedSquid, our focus is on creating digital roadmaps for all our new and existing customers over the next 6-12 months. For those that fail to do this, they will find themselves left behind and unprepared for the coming years. While doing this we have a core focus on security and making sure it is implemented in all our solutions. Cyber security, SOC and SIEM technology is the way forward, and we are planning to ensure our customers will stay compliant and secure. Therefore, our team is constantly developing new solutions we can bring to market, to ensure customers stay safe against attacks, and that way equipped in a competitive and unsure market.



DAVID OWEN
INTERCITY

We cannot ignore the challenging times ahead. Increasing inflation and economic headwinds mean businesses will be looking to cut costs and hold back on investment. The challenge for us will be making sure that our customers, partners, and prospects realise that investing in our solutions will help them reduce costs as well as increase productivity at the same time. At a time of economic stress, this will be critical to business survival, and we are one of the few businesses that can stitch together the many elements in one service wrapper. Unified Communications as a Service (UCaaS) and Contact Centre as a Service (CCaaS) are rapidly becoming conjoined.

Digital Britain is coming, become an early adopter and gain the edge against your competitors with Wavenet Wholesale.

Partner with us today!

0333 234 9911

wavenetwholesale.com

wholesale@wavenetuk.com