# 5 reasons to build a leading UCaaS proposition

Unified-communications-as-a-service (UCaaS) are an increasingly important part of how people do business. But how do you take advantage of this opportunity? Here are a few essential factors to think about.

1 A growing market

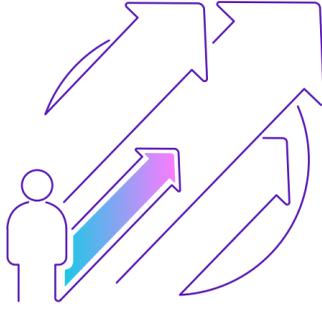The unified communications market is growing at a rate of 20% a year. It's set to be worth £1.9bn by 2025.
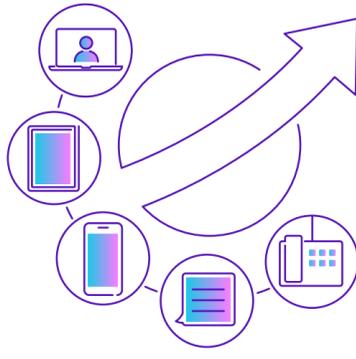
2 Business needs

Cloud solutions are becoming more important, as more people work flexibly and younger people enter the workforce.

3 Security concerns

Remote and hybrid working practices have created new technical and security challenges.
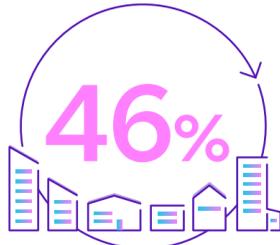
4 Increasing competition

With 54% of the market controlled by the top 10 providers, it's getting much more competitive for smaller providers.
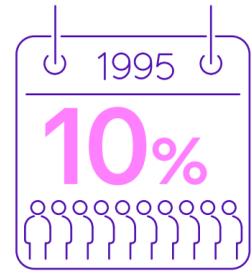
5 Customer service

Your customers want you to make moving to UCaaS solutions as smooth as possible. Make sure to give them the support they need.

96% of large businesses now use video services.

46% of the market is split between smaller providers.

1995 10% of the UK workforce were born after 1995 (Generation Z).

Why work with us?

We can help you to build a UCaaS proposition that stands out in a busy market and appeals to your customers.

Brand recognition

We offer a completely brandable platform, helping you to build and maintain your reputation.

Constant evolution

As new features and integrations are added, you can pass these on to your customers.

Lower costs

Our UCaaS solutions are cost-efficient, and you don't have to pay to develop your own.

Customer ownership

You maintain your direct relationships with your customers, and they continue to rely on your support.

Competitive advantage

Our portfolio, experience and skills mean you can rely on us to keep you ahead of the competition.

Time to market

Developing your solutions takes time. Let us do the legwork for you, and get to market sooner.

Want to know more?

Read our whitepaper How to build a leading UCaaS proposition, created in collaboration with Cavell Group.

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