



# MetTel Improves Competitive Position with Innovative Unified Communications SaaS by Cisco

MetTel is a leading managed service provider of data, network, cloud, and mobile IT solutions for businesses and government agencies nationwide. The company delivers fully managed solutions, including PSTN access, telephony, and network services, with a strong focus on mobility.

The company's unique ability to provide a single point of contact for everything ranging from solution bundles, financing, implementation services, training, and ongoing support, makes it an attractive partner for its 20,000 small, medium, and large enterprise customers.

MetTel has strong vertical expertise with customers in healthcare, multi-site retail, and government sectors. Most businesses benefit from a completely financed, comprehensive suite of cloud telephony, unified communications, and contact center solutions.

For many years, MetTel had been successful in selling its on-premises UC-One solution to its customers. However, with the increase in unified communications (UC) competitors, and the fast pace of new cloud technology, MetTel knew it had to be faster in getting new releases out the door. It knew that this could only be achieved by moving its UC offer to the cloud, or it would be outperformed by more agile cloud UC providers. This is when MetTel turned to the Cisco® account team for help.

## Executive summary

### Customer name:

MetTel facts

Founded in 1998

### Location:

New York City

### Employees:

500+

MetTel has been a partner of BroadSoft (now part of Cisco) since 2002. It was one of the first partners to run the Cisco BroadWorks® communications platform in its network.

## Benefits to MetTel

- Speed to market
- Competitive advantage
- Business and operational agility
- Technology innovation
- Increased sales

## Challenges

### Time to market

MetTel's biggest challenge was keeping up with the latest releases of its premises-based UC-One service. The service provider found it challenging to keep up with UC-One updates in a timely manner. To remain competitive and differentiate against the myriad of UC offerings in the market, MetTel needed to act fast in order to avoid further release delays, which would ultimately result in missed opportunities and declining revenues.

### Operational efficiency

MetTel needed to streamline operational efficiency and remove the barriers associated with rebranding the UC application and syncing up new releases of the Cisco BroadWorks platform. With limited resources, it was challenging to introduce new features, perform testing, and troubleshooting on the back-end servers, and update marketing content in a timely fashion, which delayed the company's time to market. The only way for MetTel to achieve its goal was to move to a cloud-based solution.

## Solution

Like MetTel, many of Cisco's service provider partners were experiencing similar challenges in trying to get UC and mobility innovation to market faster.

Cisco listened and the result is a hybrid SaaS deployment option for UC-One, comprised of advanced telephony from Cisco BroadWorks hosted in the service provider network, with comprehensive unified communications from Cisco BroadCloud®, Cisco's fully managed software-as-a-service platform.

MetTel introduced its TrueUC solution, which is based on Cisco's white-label unified communications (UC) application UC-One, available only through Cisco partners.

### TrueUC

[TrueUC](#) is the first all-in-one unified communications hub designed for the increasingly mobile workforce. While today's mobile professional typically relies on a laptop and smartphone, as an alternative, TrueUC can be used with a smartphone or tablet and a keyboard powered by MetTel mobile connectivity and mobile device management (MDM). TrueUC empowers mobile workers with a single device that provides all business computing and communications.

**“MetTel has been a valuable partner over the years, and most recently in helping us test the quality and functionality of UC-One. We believe the UC-One SaaS hybrid deployment model is the right solution for MetTel and their customers as they transition to the cloud to achieve greater efficiencies, cost savings, and overall business agility.”**

---

**Tony Lopresti**

Director of Product Management,  
Cisco

## UC-One

[UC-One](#) is Cisco’s white-labeled intuitive software-as-a-service (SaaS) offering for calling, messaging, and meeting. It provides all the essential unified communications and collaboration capabilities, including HD voice and video, instant messaging, presence, file sharing, screen sharing, online meeting rooms with guest access, and integration with popular business applications to provide quick access to content during conversations. UC-One is available on desktop, mobile, and tablet.

UC-One comes with a fully-built, easy-to-brand digital microsite that includes content such as tutorials, videos, and collateral, and the ability for customers to try and buy the service. This helps service providers accelerate time to market and easily manage the entire SaaS lifecycle.

UC-One includes a 30-day free trial for end users. New UC-One users download the clients, self-activate, and experience all the benefits of UC-One. Transitioning the trial user to a commercial user is seamless.

To help service providers onboard quickly, the offer includes an extremely intuitive portal for configuration and connectivity to UC-One. Onboarding service provider partners is simple and can be accomplished in a few minutes.

UC-One marketing support is available through the Cisco [Digital Engagement Center](#), a program that helps service providers go to market with their offering through campaigns, sales enablement, and marketing collateral and programs.

## Results

### Innovation and speed to market

MetTel is now able to offer to its customers UC cloud innovation with a scalable, mobile UC service from Cisco – rebranded as MetTel “TrueUC”. By offering TrueUC, MetTel can deliver new features and fixes to its customers quickly.

In addition, because UC-One SaaS doesn’t depend on the release of the Cisco BroadWorks platform, it relieves MetTel of the need to sync up the releases, which accelerates the innovation cycle even further.

## What's next?

MetTel's next step is to leverage the content available on [UC-One.com](#) for its own website and pre- and post-sales activities. In addition, MetTel is excited to offer Cisco [multiplatform phones](#) (MPP) as well as Cisco [Webex Teams™](#) and the [Webex® Board](#).

## Why Cisco?

"We were one of the first two customers at BroadSoft (now part of Cisco). We've stayed because your stuff is rock solid, very reliable, and we are very happy with the service. The account team and systems engineers are stellar. They're very proactive. We get excellent support from the Cisco team."

"We recently deployed the Cisco [Customer Journey Platform](#) contact center offering as well, and our Cisco sales engineer, Mike Inmon, has been an expert on both solutions."

---

### Gary Gluzman

Executive Director Product Development  
at MetTel

For more information about MetTel TrueUC, read the press release and visit [www.mettel.net](#).

For more information about UC-One, visit our website on [Cisco.com](#).

## Business agility and efficiency

MetTel is now more agile and efficient, and can leverage its development resources to work on more strategic projects, rather than on managing and maintaining the on-premises UC product.

Because the UC-One SaaS offer has automatic real-time branding, MetTel only needs to upload its branding assets once in the admin portal. The application will update branding automatically when changes are made, saving MetTel a tremendous amount of time and effort. This also results in less client updates for MetTel's end users when the branding changes.

## Competitive advantage

By bundling TrueUC with its mobility offer, and being a "one-stop shop" for customers, MetTel has significantly improved its competitive position.

MetTel has leveraged the power of UC and the new Samsung DeX features to connect the TrueUC mobile app to a monitor, keyboard, and mouse to work in an optimized and secured desktop experience. Mobile workers can essentially turn their mobile device into an all-inclusive workstation. They simply arrive at their office, plug the mobile device into a bluetooth docking station with a keyboard and monitor, and it becomes their laptop.

## Increased sales

MetTel is still in the early stages of getting TrueUC to market, and it is already seeing an increase in UC sales. Roughly 50 companies, with a total of 2000 TrueUC users, have been sold so far.

According to Gary Gluzman, Executive Director of Product Development at MetTel, many customers who buy their Cisco Customer Journey Platform contact center offering are also buying UC, an effective strategy for hurricane season and other types of emergencies. In addition, it's an advantage that both Cisco applications work seamlessly together.