

TOUCH 2 CUT HELPS UC RESELLERS GET STARTED

Part of any Unified Communication (UC) VARS issue is getting started and becoming proficient in the technology. Not simply the functionality but the execution and deployment of the technology to ensure a successful launch to its intended organization.

The UC industry even in its infancy is littered with horror stories of bad cutovers and unsatisfied customers. The result of this is that organizations perceive UC to be more of a bother than of value. The UC VAR struggles to achieve margin and profits, and never gets to achieve their ultimate goal in new ventures, which is a critical reference and ongoing future projects with customers. This typically occurs because the VAR is new to the technology and doesn't have enough experience in deployment to have smooth predictable cutovers.

Esnatech has come up with a very clever solution to ensure satisfied customers, but at the same time provide real-life, real-time experience with both installations and cutovers. The new program is called the Esnatech Touch 2 Cut installation service. For a set fee, VARS can purchase one of three bundles that will provide online, virtual installation services. These services provide a better and greener alternative to traditional professional services work that generally involved travel, and days of energy consumption. With proper prepping from the VAR on the environment, Esnatech can provide remote installation services that will not only deliver a smooth cutover, but also provide the VAR the opportunity to watch, ask questions and learn without ramifications that could affect their margins and customer satisfaction.

As a result, the Touch 2 Cut (T2C) program has been created with the intention of providing our customers with the best possible deployment options to minimize installation time, increase productivity, reduce our carbon footprint, and result in higher overall profitability of every installed system. In our overall efforts to "Talk Green," we have looked at how we could minimize travel and unnecessary consumption to accommodate customer requirements for proper application deployment.

If you are a UC reseller and interested in learning more about the T2C program please contact our customer service department at 905-707-9700, and say "customer service."