



Bring Your Own Carrier (BYOC)

Key Benefits

- Unified communication
- Integrated systems
- Born in the cloud
- Increased coverage and quality
- Working directly with your carrier of choice
- Leverage a Hybrid Environment

Bring Your Own Carrier (BYOC)

Bring Your Own Carrier (BYOC) delivers complete Public Switched Telephone Network integration into a businesses' preferred Unified Communications as a Service (uCaaS) platforms such as Zoom, Microsoft Teams, and Cisco Webex, Communications Platform as a Service (CPaaS) and Software as a Service (SaaS) platforms.

PSTN and hardware-heavy legacy PBXs are on the decline, and traditional voice is converging into UCaaS and SaaS at an accelerated pace. While there are a number of factors that have contributed to this shift, the most significant to date has been the COVID-19 pandemic. The disruption of traditional voice as we know it has been on an unprecedented scale.

Just as companies have moved their business into the cloud, so too are they looking to migrate their communications, leveraging their UCaaS, CPaaS and SaaS ecosystems.

UCaaS providers like Zoom, Microsoft Teams and Cisco Webex have traditionally controlled which carriers could enable dialing within their cloud platforms and set agreements at a global level. Through BYOC, these agreements can now be extended to local carriers, who have an understanding of the market and the needs of local customers.

Benefits:

Like many other Bring Your Own (BYO) approaches, BYOC gives businesses an extra level of control as they move more of their functionality into the cloud. And while many companies agree that the future of their communication strategy is in the cloud, not all are ready to move at the same pace, or use the same technology.

Other business benefits of BYOC include:

- ▶ **Unified communication experience in the truest sense** - local businesses no longer have to liaise with cloud providers to resolve issues with call features. Simply reach out their local carrier to manage the process.
- ▶ **Leveraging the power of an integrated system** like Saicom's UnifyOne with Webex, Zoom, Teams or Webex gives clients a single pane of glass management for the entire communications stack.
- ▶ **Because BYOC is born in the cloud, it lends itself to the scalability required for modern organisations** - whether it is a handful or thousands of users, BYOC and UCaaS deliver the flexibility and functionality to scale up or down.
- ▶ **Increased coverage and quality for destinations** not sufficiently covered by your existing partners as you grow into new markets.
- ▶ **Working directly with their carrier**, businesses have greater control over their telephony. Porting is simplified and workstations can be spun up quickly.
- ▶ For those businesses that are not moving all their telecommunications off-premise, BYOC can be **leveraged in a Hybrid Environment**.



Integration

SaaS providers like Freshdesk and Zoho have integrated calling into their web application, relying on CPaaS providers like Twilio to facilitate call APIs between their platforms and the PSTN world.

Saicom currently integrates into Twilio for BYOC, making the choice to use Saicom for call origination and termination a seamless one.



About Saicom

Saicom is a leading service provider in the Telecommunications market, delivering a host of communication solutions that are designed to help organisations improve their collaboration and deliver an unsurpassed customer experience. Beyond its unified communications, voice and connectivity solutions, Saicom provides SD-WAN, APN, UCaaS and cloud hosting solutions tailored to meet each customers' needs.

Other Services



Collaborate

Collaboration is a big part of all that we do.



Compute

We understand that when it comes to navigating a move to the cloud, businesses need options, support, and flexibility.



Secure

For us, cyber security goes far beyond technical solutions.



Mobile

Designed for businesses on the move.



Connect

We deliver both connectivity and advanced business solutions.