2600HZ STRIKES SERVICE BALANCE BETWEEN PRODUCTIVITY AND FLEXIBILITY

2600Hz co-CEO, Patrick Sullivan

By Brady Hicks

Are you looking for an all-inclusive, customizable communications service bundle? Potentially one that blends UCaaS, CPaaS and CCaaS offerings? If so, 2600Hz can help.

The company began about 12 years ago by embracing a vision that transcended the traditional UCaaS and call center markets. And the fact that the industry has also undergone a ground-breaking landscape shift has not hurt its cause.

"Looking at the wholesale market at the time, businesses basically had two options," noted co-founder and co-CEO, Patrick Sullivan. "They could go with the really large vendors, which were cool because they could handle heavy volumes. The downside was their enclosed architecture. If you wanted to customize anything, you couldn't. The other option was an open-source project. This worked because you could customize them, but they were really designed for a single server. You couldn't scale them."

Faced with this dilemma, Sullivan and his partners sought to create a distributed system, capable of being deployed on multiple servers and data centers yet altogether tailorable to an organization's specific needs.

2600Hz's platform marries many of the much-craved, as-a-service communications software sets, among them unified communications, contact centers and communications platforms. As a comprehensive package, this also helps to protect against disaster from server or data center outage. After all, the overall cluster remains intact.

Then, there's its capability for personalization. All elements are built into the same code base, a factor that supports tighter integration and interplay, in addition to accommodating specific company verbiage, branding and logos for a true white-glove experience.

By embracing an open-source core, 2600Hz believes it offers true differentiation, allowing users to sell from within the confines of their own ecosystem and marketplace.

"It's a one-code base," continued Sullivan. "It allows you to fulfill all of your business communications needs from a single provider. That's important because a lot of times you'd otherwise have to turn to multiple services. Unfortunately, if any one of those solutions mess up, the vendors are going to say it wasn't them."

From a technology perspective, new capabilities are expected of an ecosystem, almost by the day. Ultimately, Sullivan and his colleagues believe that the power lies in empowering customers to use many different devices and connect in multiple ways. Communications services, after all, are only as powerful as their own ability to shift according to customer need.

"Recently, someone said to me that the UCaaS market is becoming a commodity like the cable space," said Sullivan. "We see tons of value in CPaaS and open APIs. The ability to customize is where we're seeing a lot of our customers differentiate themselves in the market. Any solution really has to have it. Otherwise, your clients will leave you for a more comprehensive solution that can be tweaked, based on their needs and workload."

As the lines between UCaaS, CPaaS and CCaaS continue to blend, it becomes crucial to find the right partner to fill your specific needs. This comes not just across a myriad of as-a-service options but in the very integration that helps you to adapt and scale with time.

"From a technology perspective, it's interesting to see where so many capabilities play into the complete ecosystem," said Sullivan. "The ability to make a phone call from a web site is powerful but not enough to stand alone by itself. It's about empowering customers to use just about any device and connect in multiple ways. People aren't just sitting at their desks when they're working anymore."

Indeed, business communications continue to evolve with time. Today's organizations need every possible advantage to be more efficient and productive.

For more information on 2600Hz's services and white-label options, visit www.2600hz.com or call (415) 886-7900.