

MetriNote: Metrics-Based Strategic Advice

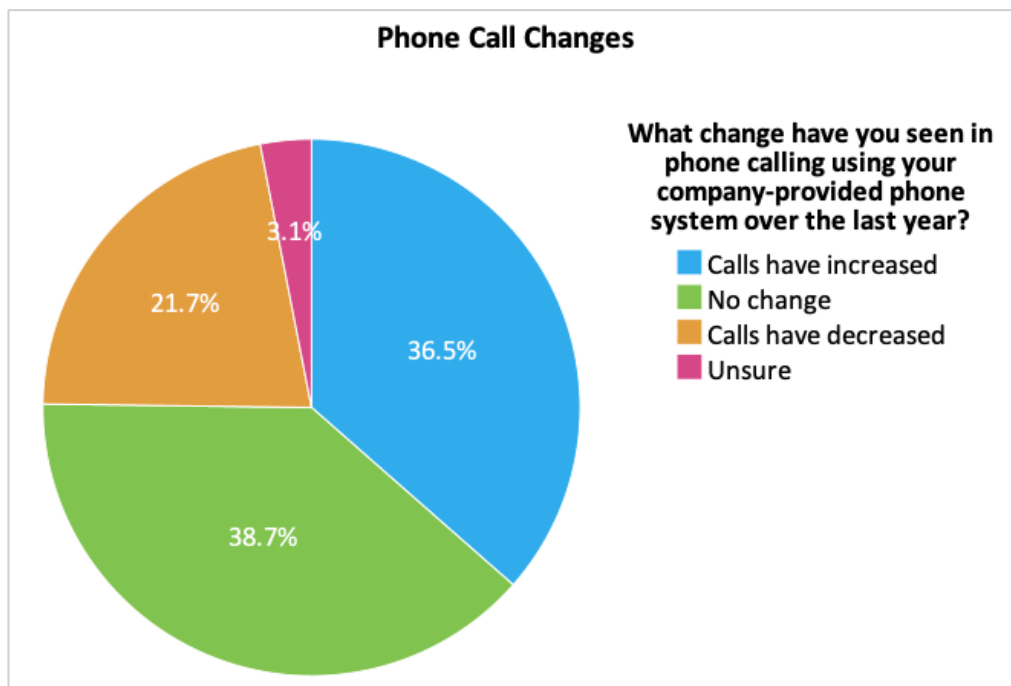
VOSS Aims to Streamline PSTN Service Provisioning

What's the news?

April 18, 2023 – VOSS Solutions has [introduced](#) PSTN Automation for Cloud Calling, enabling service providers to provision PSTN connectivity services quickly and easily for UCaaS providers including Cisco, Microsoft, and Zoom. PSTN Automation is designed to automate number provisioning and activation, as well as set up of billing and reporting capabilities without requiring manual steps or custom scripting.

What do our metrics say?

PSTN connectivity continues to remain critical as companies embrace UCaaS. Metrigy's recently published *Workplace Collaboration: 2023-24* global research study of 440 organizations found that nearly 37% say that PSTN calling volumes are increasing, largely driven by external calling and employees using calling for ad-hoc conversations rather than meeting apps. We also see large adoption of "bring your own carrier" (BYOC) approaches for connecting cloud calling services to the PSTN. Among those using Microsoft Teams Phone System, for example, 78% use BYOC in the form of either Direct Routing or Operator Connect.



MetriNote: *Metrics-Based Strategic Advice*

What's Metrigy's take?

As UCaaS adoption grows, so too does the market for BYOC. Metrigy continues to find that a significant percentage of those using on-premises and/or private-hosted calling platforms are shifting to UCaaS. As they do, BYOC typically offers value in terms of lower costs, greater global reach, and more control over phone numbers and call routing. This is especially true for larger, global companies that may already have SIP trunking contracts in place. UCaaS providers and carriers are responding to this market opportunity by rapidly adding support for BYOC, and for UCaaS providers, increasing the number of certified BYOC providers. To remain competitive in this market, carriers must invest in technologies that simplify provisioning and ongoing management to reduce operating costs and to minimize turn-up time.

What does Metrigy recommend?

Carriers should continuously evaluate tools that allow them to simplify and speed up delivery of PSTN connectivity services to support BYOC. Evaluate tools like VOSS's PSTN automation for their ability to reduce provisioning time and cost, and reduce ongoing operational expense through automating of reporting and billing.

Irwin Lazar
President & Principal Analyst
Metrigy

ABOUT METRIGY: Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC), digital workplace, digital transformation, and Customer Experience (CX)/contact center—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.