



Best of Suite V Best of Breed

Timely Telecom -

The history of procuring enterprise communications has tracked in several directions and it seem to be returning to the "good old days." Way back when, the choice was basically AT&T and all components of the system came with an AT&T label attached.

Even as competition came into play, the safe method of implementing a system was to buy all the components and sub-systems from a single vendor. While there were competitors with special purpose applications (e.g. voice mail, paging, etc.), the safe approach for most buyers was to stick with a single vendor; **Best of Suite**.

As the markets and products matured, buyers learned that competitive products could better serve their needs and often at an attractive price. An example is Contact Center, where specialized providers offered capabilities beyond that of the base PBX and the two systems could be effectively integrated. Alternatives were also available for other applications (e.g. voice mail, video conferencing, analytics, etc.). Although integration requires some effort, the outcome in terms of performance and cost was sometimes significant; **Best of Breed**.

Now it appears we have come full circle. Enterprise and Web based providers of Unified Communications and Collaboration capabilities that became wildly popular in response to the Covid shutdowns are now "claiming" all aspects of business communications. As an integrated offering, these are easy to buy and, in some cases, capabilities are being rolled into existing licensing agreements. It appears that the market is returning to Best of Suite. But is this always the right move?

It seems that the ease of this approach is eclipsing a strategic evaluation of what solutions best address a user's needs. We previously learned that Best of Breed usually accomplished this objective. Have things really changed?

Contact ConOps Solutions at 908 864-2102 for a no obligation discussion regarding the best approach to your communications technology needs.