Tipping Point: How the Customer Relationship Is Changing

A roundtable discussion for the NSCA community

October 2023

Sponsored by:

exertis | ALMO

Yealink

Hosted by:

Tom LeBlanc – Executive Director, NSCA

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Thank You!

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What's the Game Plan?

- Loose Format
- Discussion of how why and how the integrator-customer relationship is changing:
  - Increasingly mission-critical solutions that integrators provide and customers can't afford to miss
  - How that mission-critical nature changes the integrator-customers dynamic
- Group discussion throughout
- Roughly 45 minutes

Please make sure to speak up and join in on topics during the breakout sessions

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Meet the Panel

Bill Newman
Yealink

Cory Allen
Exertis-Almo

Andy Pelletier
SIGNET

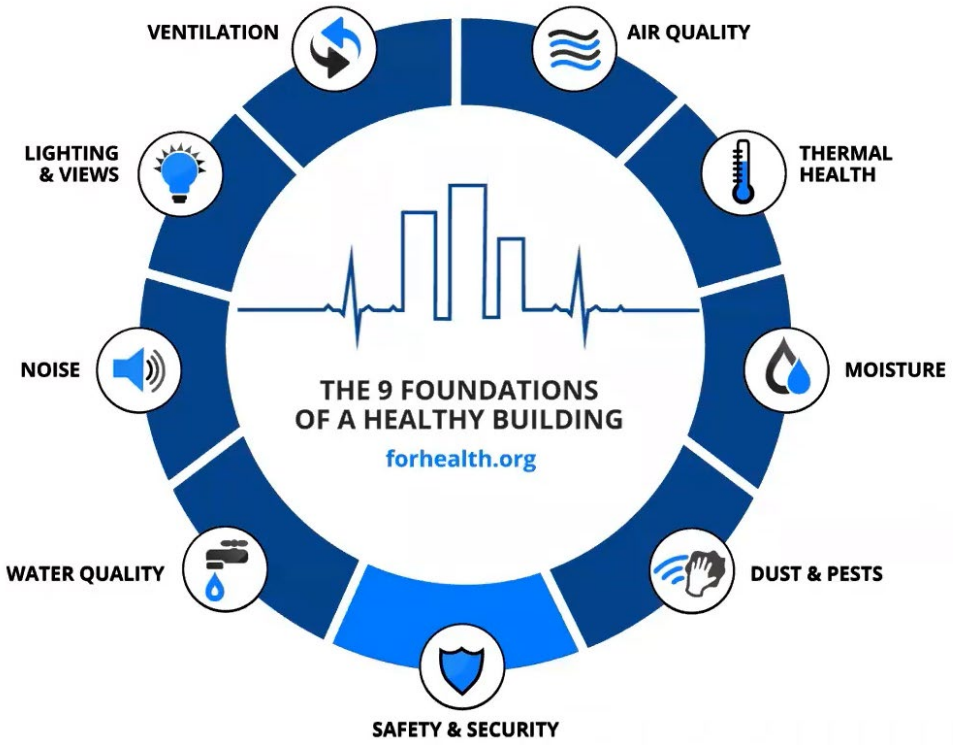
Evolving Definition of ‘Mission Critical’

- Many of the systems that integrators install are now considered ‘Mission Critical’
- Post-pandemic customers across every market are focused on healthy and safe buildings
- Consider remote work, hybrid work, reliance on digital presentation, communication, so much more

‘Mission Critical’: Unified Communication & Collaboration

- The glue to connect a distributed workforce
  - 1-Touch simple AV experiences
  - Unifies Chat, Collaboration, Voice, Calendaring
  - Provides near instantaneous access in real-time
- Enhanced file collaboration within work groups
  - Enforces data security policies
- Advanced Generative AIs to everyday collaborative activities
- Supports third party integrated APPs to streamline workflows

‘Mission Critical’: Healthy Building



- 9 Foundations of a Healthy Building, created by Harvard T.H. Chan School of Public Health
- Reflects an evolving demand among building owners and tenants to create a healthier space in which for people to work and learn
- Notice how many of these foundations integrators can impact
- Mission critical because it allows people to get back to doing their important work and learning

‘Mission Critical’: Security & Cybersecurity

- What was once a “nice to have” is now a “must have”
  - The integrator value prop
- Security of security – the industry’s dirty little secret
  - Password management
  - Network/system hardening
  - Lifecycle management
  - Cost of doing nothing
- The Day 2 Support Challenge
  - Reactive break/fix models are a thing of the past

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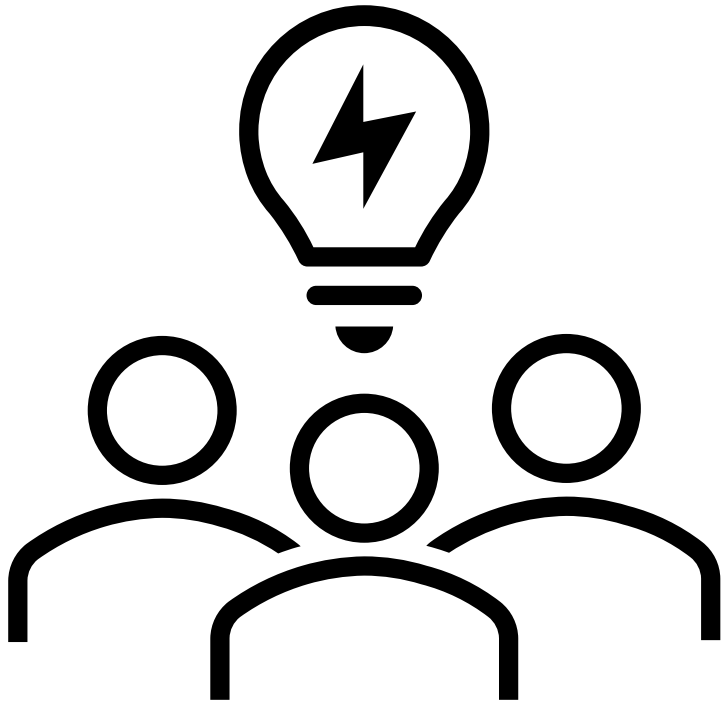
What Does This Mean for the Integrator Regarding Managed Services?

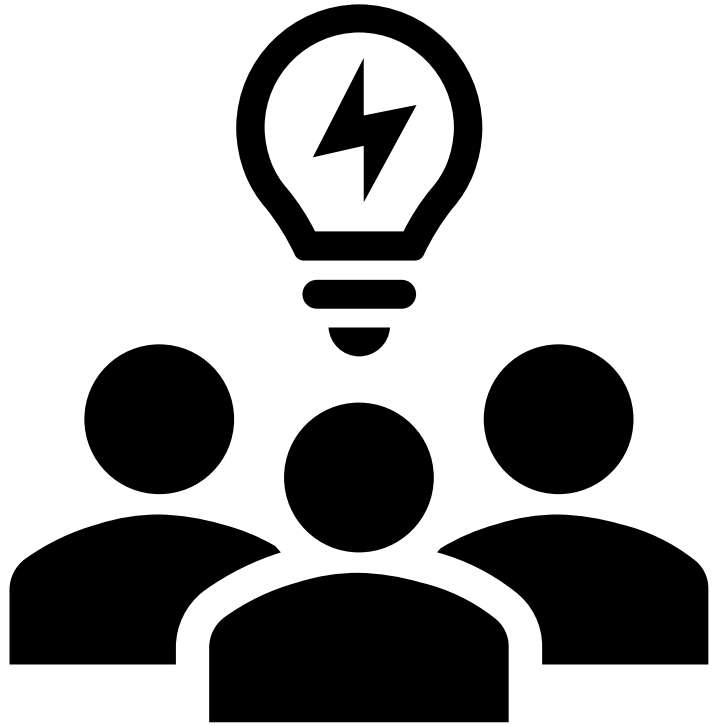
- Desire vs Demand
- Industry adoption
- Customization = complexity
- Technology Maturity

What Does This Mean for the Integrator-Customer Relationship?

- Integrators need to rethink their ability to provide ongoing service
- Integrators need to rethink their ability to provide managed services and ongoing support

Breakout Discussion





Let's Recap:

- Technologies like UCC, healthy tech, security, cybersecurity perceived as mission critical
- So many technologies installed on the network (constant monitoring, IP endpoints)
- Changes integrators' workforce needs
- Redefines managed services conversations

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A Word From Yealink:

EARLY-BIRD PRICING ENDS NOV. 30!

What the Best Integrators Are Doing Next

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Questions? Feel free to reach out to:

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