

A Comprehensive Guide to Managed Services

FROM THE MANAGED SERVICES EXPERTS AT TPX





Executive Summary

Managed services are delivered to businesses of all sizes by managed services providers (MSPs) with highly specialized expertise and solutions across complex IT challenge areas – from connectivity to communications to cybersecurity.

Managed services are ideal for companies that:

- Rely on IT infrastructure to support their daily business operations
- Have training or specialty gaps in their IT staffs, or have teams that have become bogged down in routine maintenance and cannot focus on value-generating objectives
- Need IT budget predictability and scalability

Key Takeaways

MSPs Augment Your IT Staff

MSPs don't displace IT staff; they take on routine or specialized tasks to empower your IT teams to focus on high-value, proprietary projects.

Successful Partnerships with MSPs Hinge on Clear Communications

Successful relationships between MSPs and business customers require clearly established goals for each solution.

MSPs Have Inherent Alignment with Your Business

Unlike break-fix models, managed services models incent MSPs to keep systems up and running, so their actions are aligned with your business goals.

Managed Services Models Create IT Budget Predictability

Managed services deliver scalable, future-proof technology and fixed-cost advantages that give IT departments unprecedented budget control and visibility.

MSPs Aren't Created Equally

Scale and proven experience matter. Your MSP partner should have the scale to support your growing business, battle-tested technology that meets today's business demands, and portfolio depth across a wide swath of critical IT services. As a result, you gain a single point of contact and accountability.



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PART 1: What are **Managed Services?**

The term "managed services" refers to the practice of outsourcing information technology (IT) processes and functions to improve operations and reduce expenses.

It's a way to augment your company IT staff with access to specialized expertise and not worry about the cost and complexities of hiring and staffing for 24/7/365 critical business functions.



Managed services are ideal for

- Rely on IT infrastructure to support their daily
- Have training or specialty have teams that have become bogged down in routine maintenance and cannot focus on value-generating objectives



What is a Managed Service Provider?

Companies that offer managed services are called managed service providers (MSPs). MSPs are third-party companies that remotely manage IT infrastructure and systems.

Small and medium businesses (SMBs), nonprofits, government agencies and enterprises across a range of industry verticals leverage MSPs to deploy and manage technology solutions.

Typically, an MSP delivers applications and management services through the Internet under a contractual service-level agreement (SLA). The SLA details qualitative and quantitative performance metrics that govern the engagement between the MSP and the customer.

Key Benefits of MSPs in IT Environments





MSPs handle complex or repetitive tasks required to maintain a client's IT infrastructure and typically are engaged to manage the following activities:

- Sourcing and managing IT infrastructure
- Delivering managed communications and collaboration services
- Offering technical and software training and support
- Sourcing and managing cybersecurity solutions
- Managing client user accounts in applications and portals
- Handling contract management for underlying technology vendors
- Assisting with compliance and risk management
- Providing payroll and expense management services
- Many more the MSP landscape is complex and growing





PART 2: What Do 'Managed Services' Mean in Practice?

When you invest in technology, you need to maximize that investment. That's difficult to achieve internally across your entire IT infrastructure and applications portfolio. For example, suppose your IT manager is a generalist who researches and purchases a \$10,000 firewall for your company. In that case, he/she can't deliver the full benefits of that purchase without the expertise to configure the firewall properly and manage it as your company's security profile evolves.

By extrapolating this scenario across your organization's IT needs, the benefits of managed services become apparent.







As demand for both solutions specialization and day-to-day maintenance swells, your company has three options:

1

Expand IT headcount to meet all specialization and maintenance needs.

Staffing up for all needs has two significant downsides:

- It's financially implausible since IT now touches every aspect of your business.
- It's logistically impractical given that skills shortages plague IT.



Do what you can with what you've got.

Maintaining the status quo has three big drawbacks:

- It bogs down your IT team (often in processes for which they aren't trained).
- It harms your competitiveness as opportunities for better technology solutions are missed.
- It creates unacceptable risk in today's cyberthreat-saturated business environment.

3

Outsource core IT functions to an MSP that can deliver specialized expertise, solutions and maintenance that scale with your company as needed.

Partnering with an MSP is the only practical option for your business and IT teams.



A Partnership Between Your Business & Your MSP

MSPs operate under a customer-first paradigm that aligns with your success. This approach is often overlooked and misunderstood because of the paradox that exists in traditional IT engagements:

On the One Hand ...

If you're engaging with an IT service provider, that usually means something is broken, which may lead you to question why it isn't being maintained adequately, so it doesn't break.

This situation can lead to suspicion about why a piece of software or hardware randomly stopped working one day.

But on the Other Hand ...

If you don't interact with an IT service provider at all because everything is working, you may wonder if you're getting what you pay for.

When everything is working properly, it may seem like you're paying for too much coverage since there aren't any problems, or you were provided too much support to inflate your monthly bill.



Your Goals Go Hand in Hand

The adage, "You're damned if you do and damned if you don't," is a perfect encapsulation of this service contradiction. But it doesn't have to be this way if you work with an MSP.

Your MSP's overarching goal is to provide your organization with a stable solution. If it breaks, the MSP must devote resources to fix it and your services suffer. Your pain is the MSP's pain, so preventing service issues is essential.

This approach lends itself to a partnership more than a traditional customer-vendor relationship. Ideally, while existing solutions are maintained, your primary interactions with your MSP are around planning for new projects. In other words, you should see that the MSP is helping you achieve your current goals while moving on to the next.



A Three-Phased Approach to IT Solutions Delivery

MSPs typically approach solutions delivery with a three-phased cycle that repeats itself for each solution (or solutions set).

Consulting & Professional Services

In this phase, the customer is at Point A today and needs to be at Point B tomorrow via a one-time migration project. For example, the client needs to move from an email client like Gmail to the complete Microsoft 365 environment. The customer would rely on a Microsoft-certified partner like TPx to plan, coordinate and execute the migration. Anything that goes wrong is quickly addressed by the certified MSP.

Managed Services

After the initial migration project, the goal becomes stable-state management of the new solution. Keeping with the Microsoft 365 example, the customer takes the keys to the admin portal and keeps the MSP on standby to help troubleshoot when a problem arises. Alternatively, the MSP manages the solution on an ongoing basis, freeing up the customer's team to focus on high-value or proprietary objectives.



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Next Service Iteration

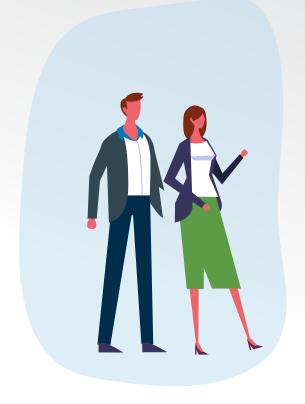
The MSP determines the customer's next IT need and helps plan a budget, resources and timeline for execution. From here, Phase 1 begins again around the new solution.

This cyclical approach exists for practical reasons. Services from an MSP with a broad portfolio like TPx can't be implemented all at once, even for an organization with the budget to afford it. Simultaneously deploying managed communications, networking and cybersecurity solutions would be incredibly disruptive for any organization. So, your MSP needs to work with you to prioritize initiatives and plan a phased approach to meeting your IT needs over the long haul and within budget.



PART 3: Why Do Businesses Engage MSPs?

Businesses typically hire MSPs to help address common IT-related pain points, including:



Filling Technology & Training Skills Gaps

As the complexity of IT has ratcheted up, businesses of all sizes and SMBs, in particular, don't have the necessary IT resources available to handle all the different disciplines and specializations required in each solutions area.

In many cases, SMBs with an in-house IT department rely on an IT generalist, or they've assigned IT responsibilities to an employee whose core job is not ITrelated. A receptionist who is given admin responsibility for the company's phone system, for example, won't understand the ins and outs of a management portal for a network edge device or how to configure a firewall properly.

MSPs have specialists focused on these complex solutions and navigate these portals all day long. Plus, MSPs have internal training programs to keep their own specialists up to date and aware of the latest technology trends and practices.



Handling Large-scale Projects

IT personnel are constantly solving problems for software and hardware that is broken or not functioning as designed, or handling projects that are mammoth in scale like:

- Companywide password management
- Network security updates
- Firmware and software updates across dozens of applications
- Managing and troubleshooting internal portals and public-facing websites

And the list goes on and on.

Even IT personnel that don't regularly have high volumes of tasks encounter incredibly time-consuming assignments, especially when acting as internal support for company employees. In short, there's no such thing as an effective IT person with a lot of time. MSPs have the staffing resources required to address time-consuming and large-scale projects.



Sourcing Pricey Specialized Talent

Even as companies and their IT teams grow, in-house specialization often doesn't make financial sense. A midsize business that wants to implement SD-WAN across multiple locations, for example, can gain access to necessary expertise through an MSP without footing the costs of hiring a new engineer for this narrow need.



Preventing & Responding to Problems

MSPs have access to technical information and live feeds to stop problems before the customer is aware they exist. **Here's a real-world example:**

- Apple decided not to actively support QuickTime anymore on existing endpoint devices like laptops and tablets.
- A bad actor hacked the outdated and unsupported QuickTime app via remote desktop and uploaded a virus.
- TPx's IT staff received an alert about the vulnerability and realized the threat required an immediate response. Through remote desktop access, TPx removed the application from all active TPx customer computers.
- TPx notified customers after the threat had been neutralized.
- As a result of that immediate action, no TPx customers were hacked.

An IT generalist wouldn't have access to data from a stateof-the-art security operations center (SOC) to identify the threat in real-time. Even if they somehow learned about the vulnerability, they wouldn't have had the staffing required to manually remove the app from dozens of affected company computers.





Retaining Existing IT Staff

Your IT team has opted into a 24/7 on-call gig, and they sometimes have to put out fires at all hours, including overnight and on the weekends. But there are limits. If members of your IT team are regularly sacrificing their weekends to solve issues at your small business, they won't stick around for long. With in-demand skills, your hard-tosource talent will simply move on to a larger organization that can capacity plan, leaving your company struggling to find replacements. This turnover cycle is commonplace and can cripple your company's operations. An MSP can alleviate the pressure on your IT specialists and give your team a better work-life balance.

Raising Employee Morale

IT problems can cause talent loss in other areas besides IT, too. Ongoing and omnipresent IT issues grate on your workforce — even those who aren't involved in fixing the problems. Newer members of your staff, especially Millennials or Gen Zers, are accustomed to accessing sophisticated and complex devices like smartphones, modern laptops and tablets in their personal life. While at work, if they're using old gear that's in constant need of repair and causing downtime or unpaid overtime, they will become frustrated. That frustration can lead to employee turnover. MSPs can help you source and upgrade to the right tech stack within your budget, cutting off "tech dissatisfaction" issues at the knees.

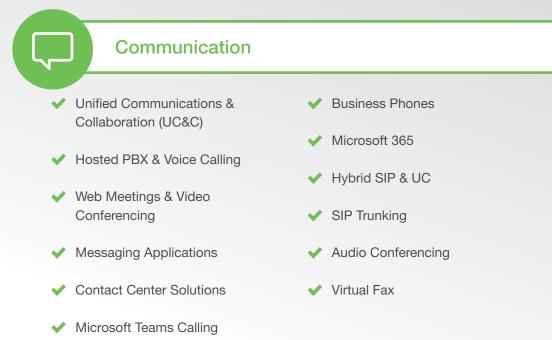




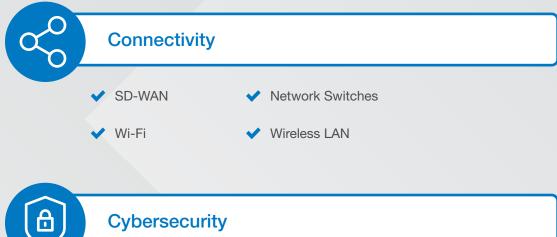
PART 4:

What Services Do Businesses Offload to MSPs?

Businesses across many industries engage with MSPs to take on sourcing, installation and management of a variety of IT-oriented business services, including:







Cybersecurity

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	Response (EDR)
covery (BDR)	
×	Remote Monitoring &
ment	Management (RMM)
ntication (MFA) 🛛 🗸	Unified Threat Management
	(UTM)
t	
×	DNS Protection
×	Security Awareness Training
n &	
	covery (BDR) ment ntication (MFA) ✓ t



IT Needs by the Numbers



Cybersecurity is a Priority

A survey conducted during the fourth quarter of 2020 found that 75 percent of CIOs ranked cybersecurity as their top priority for 2021. Additionally, 70 percent of cybersecurity professionals say their organization is impacted by the cybersecurity skills shortage.

IT Budgets Have Increased for Data Protection

A recent survey found that 71 percent of CIOs list protecting data as the most likely area for increased IT budget investment going forward.





Cloud Digital Transition Is Proceeding Full-Steam Ahead

According to recent data from Gartner, by 2023, 75 percent of all databases will be on a cloud platform, increasing the need for reliable network services for businesses.

IT Teams Scaling Work-from-Home Operations Need Additional Support

A 2021 report by IDG Communications found that 58 percent of companies struggle to muster sufficient IT resources to scale their work-from-home operations.





What Levels of Service Do MSPs Offer?

MSPs like TPx typically offer managed services engagements at three service levels:



Self-Managed

The MSP sets up the solution, hands you the keys for selfmanagement, and waits in the wings to solve problems if inhouse staff can't.



Co-Managed

Both the MSP and your staff have access to the solutions and divide responsibilities between both teams. Often, the dividing line is drawn at capabilities enabled by tech available only to the MSP. For example, larger IT customers will ask TPx to use its test labs to update firmware that requires lab testing before installing on live systems.



Fully Managed

The MSP handles the implementation of the solution set and then manages, monitors and maintains the technology on your behalf, acting as a fullyoutsourced IT resource.



Remember That MSP Size Matters

When considering services levels, keep in mind that MSP size matters. Smaller, regional MSPs will encounter situations where they lack scale in technology or expertise to deliver on service levels adequately.

Let's recast our firewall example from Part 2 with an MSP in the IT manager role. Small MSPs may be able to source and sell you a firewall, but they can't foot the bill for the firewall logging system, which is a separate cost. Larger MSPs like TPx have invested in the firewall logging system, providing your business with a complete solution.

Similarly, when it comes to regulatory compliance, larger MSPs like TPx are subject to third-party audits that determine whether their solutions fall in compliance with HIPAA and PCI-DSS and receive certifications verifying compliance. Smaller, regional-based MSPs are unlikely to have these third-party certifications.





PART 6: How Do Businesses Pay MSPs?

Pay-as-You Go Subscriptions

MSPs typically are paid monthly as part of one-year, two-year, or three-year term contracts, so your business gains a bankable set of solutions with a predictable monthly operating expense.

Aside from creating hard, forecastable numbers in your IT budget, a primary benefit of this pricing model is leveraging hardware that the MSP sources on your behalf in manageable, cost-friendly monthly installments.

In other words, when you're working with an MSP, you don't have to foot the bill in advance when your company needs a critical piece of hardware to implement a solution set. Whether that equipment is \$50 or \$50,000, the MSP helps you get what you need without scrambling to make upfront capital outlays.

Here again, is another reason to work with a larger MSP with the capital resources to get you the right hardware for the right job.

Hardware Rental or Purchase

Some MSPs only offer rental options for the hardware that's used to deliver your solution. Others, like TPx, will give you the option to purchase the equipment for your business in a monthly installed payment plan equal to the ongoing management cost. When the term ends, you get the gear.

For example, let's say you signed up for a three-year term for a managed firewall solution that included the firewall purchase. If you decide you no longer need firewall management at the end of the term, the MSP will turn over the firewall itself for your team to use.

A reputable MSP will let you walk away without ripping out critical infrastructure.



PART 7: Why Should Businesses Choose Managed Services vs. Break-Fix?

Companies often struggle to determine when to engage with an IT services provider to fix issues as they arise (a project-based model) and when to partner with an MSP on an ongoing basis. To help with this, we've put together the pros and cons list for each.



First, let's start with some definitions:

- Break-Fix Support IT services are provided as requested by a dispatched on-site technician. You're billed for time and materials in a project-based or fee-for-service manner.
- Managed Services Support IT services are provided holistically and detailed in a service level agreement (SLA). Proactive monitoring and maintenance are delivered on-site or remotely to prevent and remediate problems before they affect your environment and systems.



Pros & Cons of **Break-Fix Support**



No Monthly Services Fees or Annual Contracts

Break-fix models eliminate monthly services costs and commitments to longterm contracts of a year or more. If you choose this model, you're betting that mission-critical systems won't break and, if they do, you'll pay at the time rather than upfront to ensure nothing breaks to begin with.

Business Control

Break-Fix gives you 100 percent control over your IT department with no third parties involved. Choose this model if you value internal IT control over unforeseen costs to fix problems or fixed costs to guarantee permanent resolutions to problems that do arise.



Short-Term & Prone to Abuse

Since services are billed hourly to fix an issue, short-term, quick patches may be implemented instead of in-depth longerterm solutions that put issues to rest. There's no true incentive for the provider to completely fix an issue since total resolution could mean no repeat visits and no future revenue.

Misaligned Incentives & Goals

The IT service provider only generates revenue when there are problems. This creates a "chicken and egg" issue wherein client issues need to exist and persist for the service provider to be of use.

Unpredictable Costs

Break-fix work is reactive, with one-off projects that spring upon clients randomly.

You Have to Identify Issues

Without the IT service provider monitoring your network environment and applications, it's up to you and your internal team to be the decision-maker in highly specialized, high-tech areas in which you're unlikely to be an expert.

More Expensive

Remediating problems is more expensive than preventing them, especially in the cybersecurity realm.



Pros & Cons of Managed Services Support



Goal Alignment

Since the managed service model isn't dependent on issue resolution, MSPs are incented to focus on preventing problems, to begin with.

More Affordable

Expenses fit neatly into monthly payments, eliminating the need for large capital outlays to deploy services. Likewise, you never get an unforeseen bill for something that breaks.

Infrastructure Modernization

MSPs go beyond just fixing your existing systems. They provide recommendations and create migration plans for upgrades to new and modernized versions of your underlying network infrastructure components, all the while keeping them up to date and in alignment with your technical and business objectives.

Solution Stability

MSPs provide 24/7/365 monitoring and proactive maintenance, which means they can respond to issues quickly and head off system failure and downtime in advance.

Predictable Costs

Expenses fit neatly into monthly payments, eliminating the need for large capital outlays to deploy services. Likewise, you never get an unforeseen bill for something that breaks.

Problem-Resolution Ownership

The onus is on the MSP to properly upkeep your solutions and deploy true fixes. Since they have an ongoing relationship with your business, issues are fully resolved, not just temporarily patched until the next billable opportunity.



Contracts & Commitment

MSPs contracts typically span one year, two-year or three-year terms, and potentially longer depending on the situation. While these contracts ensure your needs are covered over the contract period, you may not want to be locked in.

Trust & Control of Systems

Your business is placing a great deal of trust in an outsourced provider to handle your IT needs. The MSP will have complete access to critical systems and maintain responsibility for their upkeep. (That said, when your system breaks, you have to give your vendor access to your systems anyway.)



PART 8: What Should Businesses Look for in a Managed Services Provider?

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Portfolio Breadth

An all-in-one provider with a fully managed IT suite of networking, security and communications solutions will give your business a cohesive solution and even pass on cost savings in the form of comprehensive service bundles (like the TPx Connect & Protect bundle).



Pricing Models

Generally speaking, larger MSPs can give you the ability to pay off capital expenses like firewalls and network builds over time, which can help you get the best solution for the job while making your IT and finance teams happy.

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Service Levels

The MSP should offer 24/7/365 fully managed services and provide you the flexibility to co-manage the solution or operate on an ondemand basis. As your business scales, your MSP should adapt to meet your requirements.





Certifications

Certifications present an instant test for credibility. An MSP certified by dozens of technology vendors and compliance auditors will keep your solutions up-to-date and in line with industry standards.



Geographic Availability

An MSP with nationwide coverage can grow with your business as you expand into new regional markets and meet the IT needs of multiple locations.



Your MSP should have specialists on staff that can handle installation, ongoing management and troubleshooting for every solution set you're using. Don't assume that just because the MSP understands cybersecurity, they also understand unified communications and collaboration applications. Select a provider that can deliver genuine expertise for all your services.



Size for Scale & Influence

Small MSPs lack the resources to deliver a fully managed IT solution that spans a broad spectrum of services. Further, the relationship power of large MSPs pays off in ways that smaller MSPs can't match. For instance, the senior staff at TPx can get the head of engineering at Cisco to help us design a customized solution on our UCx with Webex platform. Smaller and regional MSPs don't have that same clout.



Technical Infrastructure

Your MSP should have the infrastructure necessary to manage the solutions they're providing. These include capital investments like Network Operations Centers (NOCs) for managed network providers, Security Operations Centers (SOCs) for managed security vendors, remote desktop access for instantaneous support and testing labs for testing firmware and software updates in staging environments before applying them to your live setup.



PART 9:

How Do Businesses Effectively Work with MSPs?

As we discussed in Part 2, the managed services model is based on a partnership between your business and the MSP. You're a critical factor in the success of the partnership. Here are some tips to improve your chances for a positive outcome:

Communicate Your Goals

Are you adequately articulating what you need from your MSP? Many solutions can benefit your business, but not all of them meet your company's exact requirements. Your MSP needs to know what you aim to accomplish in order to advise and assist you effectively. For example, if you're trying to address your network security concerns but approach an MSP with a request to "manage my network," true cybersecurity may not be part of their solution at all. On the one hand, they may not offer robust security. On the other hand, they may not scope that component into your tech stack even if they do. All in, clear communications can help you identify which MSPs can help you and ensure that an MSP delivers what you need.



Know What You're Actually Buying

The depth of your solution, whether it's a network, security or communications service, is primarily determined by your budget from both a technology standpoint and a servicelevel perspective. For instance, when looking at a network redundancy solution, if you're purchasing a managed SD-WAN service from TPx, your edge router options vary considerably in quality and price.

- A low-end router that's \$50 per month, per location delivers a typical SD-WAN solution but does not have subsecond failover to keep voice and video up even through an outage. Sessions start up after you reinitiate the call, but they aren't persistent.
- If your business requires subsecond failover no matter what, the router that can deliver that service is \$500 a month, per location.

Establish Designated Points of Contact

The MSP needs to reach you for the partnership to work. This is especially true in co-managed environments wherein the MSP and your IT team work together to solve problems, which require clear, documented and reliable communication channels between both organizations.

Prioritize Solutions & Locations Realistically

Unless you're a vast enterprise with high-maintenance facilities, not all your locations are going to require 100 percent of an MSPs given solution set. If you're working with limited funds, you'll need to determine which needs are vital and which ones can be tabled until next year's budgeting cycle. In other words, you may not be able to make every location secure and have a great network connection this year. You'll need to work with your MSP to determine how comprehensive your solutions can be at a budget that works for you.



Understand That Each Solution Category Has Layers

Case in point, if you're looking at security, there is no single widget that solves all your network's issues. If you purchase managed endpoint detection and response (EDR) from an MSP, they patch and protect your machines and servers, but they aren't touching the rest of your network unless you choose to scope for those services. In this scenario, having EDR is a great step, but it's not a silver bullet and your security solution as a whole will have gaps if this is the only service you deploy.

Be Honest About What You Don't Know

It's vital that you're upfront with the MSP about gaps in your knowledge and experience. Remember that the MSP is there to support your existing IT department, not to replace it. Don't feign understanding of complicated solutions to save face. You don't want a critical component of your tech stack to be overlooked because your MSP mistakenly believes you have it covered.

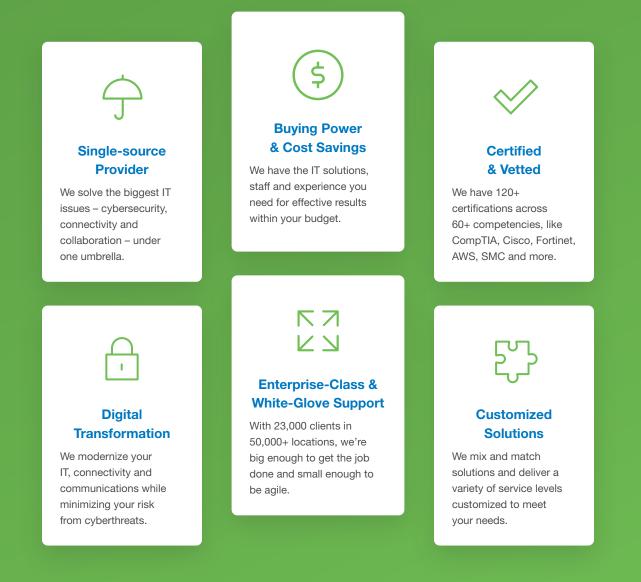




PART 10:

Why Should **Businesses Consider TPx as Their MSP?**

Technology is complicated. Keeping up with a changing IT environment can be daunting, but your organization doesn't need to tackle it alone. TPx provides managed IT, cybersecurity and unified communications to businesses of all sizes.





All-in-One Managed Services Portfolio Built for Your Business



Managed IT

TPx delivers fully managed and cohosted IT services that enhance performance, optimize networks and improve system stability. Our best-of-breed technologies combined with our service expertise keep critical IT systems operating smoothly. Join the thousands of companies that trust TPx to manage their IT infrastructure and get the peace of mind you deserve.



Managed Security

With cybersecurity threats growing in frequency and complexity, you need the right security in place to prevent, detect and stop cyber threats. TPx offers a multi-layered approach to security with bestin-class software that is backed by our highly trained security experts. Protect your business and keep your data secure with TPx.



Cloud Communications

Bringing people virtually together is easy with an intuitive unified communications solution like UCx with Webex. It's a single app for calls, messaging, meetings, video, screen-sharing and more. Whether you're a small business, enterprise, or call center, you can experience quality voice and unmatched collaboration capabilities with UCx.

Ready for All-in-One Managed Services?

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