



Systems Integration Delivered with Commitment

## Objectworld Beefs Up Bundles for SMBs

DATE: 2008-01-24

By Sharon Linsenbach

**The unified communications software provider says its bundles will help VARs sell the technology into the SMB space.**

Objectworld, a unified communications software provider, has revealed three product bundles aimed at helping VARs target the SMB sector. The three products—Objectworld UC Server Standard Edition, Objectworld UC Server SIP Edition and Objectworld UC Server CEBP (Communications Enabled Business Process) Edition—are currently available to all of Objectworld's channel partners, said Martin Suter, the company's CEO.

"CEBP is an emerging buzzword in the telecommunications industry, but that's what Objectworld UC Server has been doing for years now," said Suter. "We are linking communications to help solve business problems."

The three bundles are targeted at VARs with varying degrees of experience, he said. The UC Server Standard edition is designed to integrate with an end user's existing legacy PBX system, Suter said, and is ideal for VARs unfamiliar with UC technology or who simply don't have a system integrator's level of experience.

"This version insulates VARs from the complexities of telephony," he said, because solution providers can target SMB customers who already have dial tone and just want to take advantage of richer communications capabilities. Channel partners can use this bundle to target any customer with a telephone, Suter said.

The UC Server SIP Edition is aimed at VARs whose small and midsize business customers want to transition to VOIP (voice over IP) without the time and integration required to converge existing systems. Mike Quarton, CEO of [Teoma Systems](#), an [Objectworld](#) platinum partner, said he expects this version to be popular. "I think [the SIP edition] is going to be very well-received. It's a complement to our portfolio, and there is a tremendous amount of interest in SIP today," he said.

The [CEBP](#) edition contains a richer subset of the UC and VOIP functionalities, said Suter. The combination opens up opportunities for the channel to give their customers UC experience without having to rip and replace their PBX technology.

Quarton said his company has had great success with the UC Server [Standard Edition](#), in its former guise of Call Attendant Office. "It's a huge part of our portfolio. We deployed it in both SMB and enterprise accounts, and it's been a real differentiation point for us," he said.

Quarton said the Objectworld bundles give his company another opportunity to approach customers across a variety of industries who haven't previously been potential communications customers. "By bundling CEBP, Objectworld is creating a way to get to a customer set that we haven't really pursued," he said.



Systems Integration Delivered with Commitment

Currently, Quarton said his company has around 50 customers, ranging from SMBs to large enterprises that Teoma is supporting on the Objectworld products. He added that his customers run the gamut of industries, including auto manufacturing, suppliers, education, financial services and health care. "It's not really the industry, but the customer need and the type of things that each bundle can help them with," he said.

Suter said Objectworld recently signed the 100th VAR to its channel program and is focused on expanding further. Objectworld offers Web-based product training followed by a two-day, in-house lab component for hands-on training, he said. The company is also close to releasing a best practices guide for channel partners that will include customer checklists, a needs analysis worksheet and other tools, he said. The guide comes with Microsoft Project templates, so the steps that VARs need to deploy a UC system are laid out clearly and easily, Suter said.

The bundles are compatible with the Microsoft Windows platform, but Quarton doesn't believe that Microsoft's own UC platform will affect his Objectworld sales or turn customers away. "We see it as a complement to our solution," he said, adding that he leverages the Microsoft