



UC&C SUMMIT 2019: the first Unified Communications Summit by Wildix

February 18th-19th 2019 will be marked by the the birth of the biggest and the most influential [UC&C Summit](#) in Europe. The UC&C Summit, organized and sponsored by Wildix, will bring together the best partners from around the world to take stock of the Unified Communications development with the support of “MZA” analysts and “Value Selling” sales experts.

The event is a unique opportunity to increase business in UC and understand how to switch from Capital Expenditure (CAPEX) to a reoccurring Operational Expenditure model (OPex).



Many companies that sell UC are observing their turnover reducing in an alarming way: fierce competition, radical change of the way companies purchase and manage technology, rapid spread of the cloud-based services, all these factors influence the Industry and System Integrators.

“What is needed to adapt to the Industry changes?- radical rethinking of the business model and System Integrators transformation from simple “one time Suppliers” to real reoccurring model operators , who are able to understand and implement this market switch from on Premise sales of UC as a Service. In some countries this evolution is already taking place and we have been talking about it for a long time, however many parts of Europe are still pretty far from this shift”, comments **Steve Osler, CEO of Wildix.**

This is why [Wildix](#) conceived and sponsored the organization of the first European Summit dedicated to the UC&C segment, to be held in Barcelona on 18 and 19 February 2019 at the [World Trade Center Barcelona](#), with the objective of illustrating the strategy to the participants, willing to adopt this advanced business model in a profitable way.

The UC&C Summit - which will then be **replicated in the US on March 21-22, 2019** in Washington D.C. - will be an event aimed at partners operating in the Unified Communications & Collaboration market and will be divided into two days.



Day 1 will be dedicated to the traditional Partner Conference, where the biggest Wildix announcement take place: new products, features, releases, results of 2018.

The second day will be dedicated to training workshops and discussion panels, aimed at learning the successful implementation and refinement of the OPex model.

These workshops are real technical and practical sessions that provide marketing, strategic and financial organization, designed to enable businesses to enhance the new business model and profit from the UC&C as a service.

Special Guests of the Summit:

Jim Roche, one of the leading experts in [Value Selling](#), which is considered as the best sales school in the world by the IT industry analysts. The Value Selling method is adopted by major companies like Google, NCR, Youtube, VMWare, Deutsche Telekom and many others.

Peter Hale, researcher and analyst from MZA with over 20 years of experience.

[MZA](#) is one of the UK leading consulting companies, specialized in monitoring and analyzing of the global trends and developments in the communication market, and the way these changes can be capitalized and transformed into business opportunities.

Another special Guest, the **Kanban method expert**, the technique born with the LEAN formula in Toyota, which allows you to implement a more performing management in the production process.

Finally, during the UC&C Summit participants will have the opportunity to benefit from advantageous offers and discounts on both Wildix products and exhibitor products - the first confirmed are ZOHO CRM, OPENIP, IPSCAPE, LEGRAND / BTICINO, PLENOM (Kuando Busylight) and TELEVIC - present at the event.

For more information and registration visit: <https://www.uc-summit.com/>

About Wildix

Wildix is a multinational company that has designed a browser-based Unified Communications and VoIP products solution. It installs systems in Europe and the United States, taking advantage of the professionalism of an ecosystem of certified partners on the territory. In 2005 they set up their own research and development centre in Ukraine and, in the following years, opened sales offices in Italy, France, Germany, Holland, Estonia, Ukraine, the United Kingdom and the United States.

Wildix is aimed at small and medium-sized businesses, between 50 and 1000 users, which need to provide their employees with more organized and efficient communication tools, easy to introduce and manage, and with low maintenance costs.

For more information: [Web](#), [Twitter](#), [Facebook](#)