

Wildix Talks the First Communication Platform for Increasing Sales at UC&C Summit 2021

Wildix, the global provider of WebRTC-based collaboration systems in the Cloud, has recently brought to a close their online-hosted UC&C Summit 2021. At the event, the company unveiled a new lineup of software and solutions, which together create the market's first communications platform designed to support companies' sales process and increase profitability.

The UC&C Summit, Wildix's annual event to discuss company and industry updates with current and potential business Partners, was for the first time ever broadcast virtually to all attendees in order to best accommodate viewership amid the ongoing COVID-19 pandemic. This online format, the company noted, was a great success, bringing the Summit's information into accordance with a period marked by increased virtual meetings and remote connectivity.



"Videoconferencing and smart working have defined the past year, and we want the UC&C Summit to keep up with modern standards," explained Steve Osler, Wildix CEO. "Having grown accustomed to using technology to overcome distance for collaboration, we now expect to be able to join meetings from the comfort of home. As leaders in the UC&C industry, we at Wildix must live up to this expectation even when it comes to our biggest annual event."

The emphasis of the Summit, it was noted, was market updates and how Wildix's Partners may best take advantage of overall industry changes.

"This Summit is about business opportunities," Osler continued. "In particular, it's about how the past year has changed with regard to technology. For all of us, technology has become the new, permanent framework for how we live our lives. That's why, today more than ever, communication solution providers are playing a huge role in business, and why these professionals have the potential to make a difference in people's businesses and in their lives."

Headlining the Summit was Steve Osler, Dimitri Osler (Wildix CTO), Emiliano Tomasoni (Wildix CMO), Alberto Benigno (Wildix CSO) and Elena Kornilova (Wildix Technical Communication Manager). The event also featured a number of guest speakers from outside the Wildix organization, including Dominic Black (Director of Research at the Cavell Group) and Julie Thomas (CEO of ValueSelling).

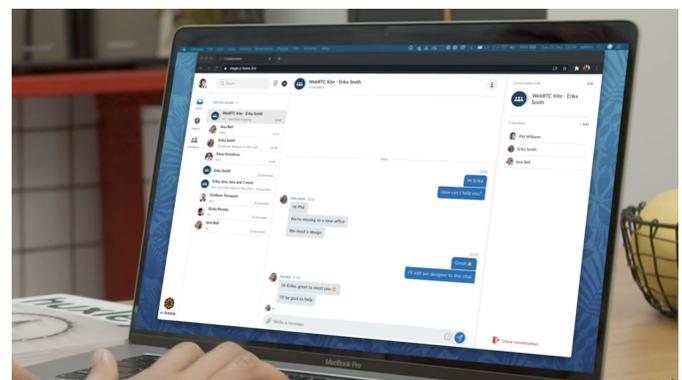
The Summit also saw the unveiling of several new additions to Wildix's portfolio of value-adding communications solutions.

First among these solutions was **x-bees**, a platform for routing all business communications — including VoIP calls, chats, video calls and more — into a single in-browser interface. In addition to simply adding convenience to overall company communication processes, **x-bees** is designed to increase sales by improving their lead management procedures.

"We created x-bees because the lead management phase involves more than one person," explained Dimitri Osler. "The sales team often needs to collaborate on how to provide the best service and turn a lead into a customer. On both the frontend and backend, the winning strategy is to work as a team."

Built based on the React Javascript framework and designed especially for mobile solutions, x-bees will likely be rolled out for beta testing in February.

The UC&C Summit 2021 also featured the announcement of **x-caracal**, Wildix's solution for tracking leads and customers throughout the sales process. Much like an ACD stats tool, **x-caracal** monitors company communications with external leads, allowing for internal awareness of what elements in the sales funnel function smoothly and what can be improved.



Also announced was **Wizywebinar**, Wildix's all-in-one solution for creating, hosting and inviting potential customers to webinars.



"Standard webinar tools are not designed to provide the level of entertainment people are used to getting from Netflix; they are not created to help you grab your audience's attention," said Dimitri Osler. **"And so, Wildix created the first automated movie studio for your customers' webinars. Hardware and software are perfectly integrated in the first platform that allows movie-quality online events."**

Closing out the event, Wildix listed its top 11 performers for the 2020 year, while also announcing that the company will expand its rewards program to further incentivize high rates of monthly recurring revenue in the coming year.

"In 2020, we handed out over half a million dollars in bonuses to you in discounts and rebates," said Alberto Benigno. "In these extraordinary times, we have expanded the Wildix rewards program. We will introduce a special incentive not only for the best results, but also for the top growing businesses. In this way, no one is excluded from the Wildix rewards program."

"Partnering with Wildix is a win-win deal for you and your customers, especially these days," emphasized Steve Osler. "Together, we will make 2021 a year of even greater growth and profitability. Because remember: you are Wildix."

ABOUT WILDIX:

Wildix is a global provider of unified communications solutions that enhance the simplicity, security and functionality of business communications in the digital age. The company is vertically integrated to ensure seamless interoperability of hardware and software and a more intuitive user experience. Wildix sells exclusive through its channel partners and has over one million users across 135 countries. For more information visit www.wildix.com.