

Hosted Network Empowers FusionRed to Deliver Exceptional, Cost-Effective Voice Solutions

Case Study Overview:

FusionRed, in partnership with Hosted Network, assisted several of their clients who were using costly voice services that weren't suitable for their business. They collaborated with the clients and Hosted Network to find the perfect, affordable solution.



FusionRed is a Managed Service Provider that focuses on managing IT services, backup and security, voice and internet solutions, and professional services. They're not just your typical IT support – they serve as trusted advisors, helping clients simplify, streamline, and strengthen their IT systems with tailored solutions.

FusionRed identified several pain points

- 1. Mobility:** Many clients expressed the need for flexibility to work from any location, at any time.
- 2. Lack of support:** Clients who were direct customers of larger telecommunications companies often faced long wait times and inadequate support when dealing with issues.
- 3. Unsuitable solutions:** Larger telecommunications companies often provided solutions that didn't align with clients' business goals or understand their needs.
- 4. Overcharging:** FusionRed frequently found that they could offer cost-effective solutions that better suited clients' needs compared to the larger telecommunications companies, resulting in savings for the clients.



“Hosted Network provides a far superior service but then also provides that focus on partner experience, we get the support when we need it..versus when we did it back in the day with 3rd parties, it was a nightmare and you look bad especially whether we referred the business or if we are whitelabeling it you need that support when s#it hits the fan.”

**Paul Ditrih, Managing Director
FusionRed**

How FusionRed engaged with Hosted Network to come up with the right solution

The first step taken by FusionRed was to understand their client's business objectives. They delved into questions like: How should the core operations flow? How many extensions are needed? Do they plan to equip their remote workforce with laptops?

By collaborating with Hosted Network, FusionRed could offer tailored solutions to meet their clients' voice needs. For smaller clients with just a few extensions, Hosted Network's VoIP bundle solution is ideal. Medium-sized customers found the Hosted 3CX solution with handsets to be the perfect match.

For clients already using PBX systems they were accustomed to, FusionRed opted to manage connectivity via SIP trunks instead of replacing the entire system. Similarly, for businesses utilizing Microsoft 365 tools across their operations, integrating communications through Teams Direct Routing made logical sense.

FusionRed found that the key was simply understanding their customers and their business goals regarding voice services. This understanding allowed them to find the perfect solution tailored to each business.

“The partner portal is fantastic for us because we’ve got it integrated to AutoTask so we can pretty much set up our billing contracts, reconcile those together, and don’t have to worry about the usage charges.”

Paul Ditrih

How Hosted Network and FusionRed worked together to implement a solution that solved the end customers pain points

FusionRed's clients benefited greatly from Hosted Network's range of options. Having the right solution based on the end customers' needs and business goals provides significant advantages. For example, Hosted Network's bundling options eliminate the need for sourcing different components from different suppliers.

The streamlined number porting system has also simplified the process for FusionRed, as they now only need to put the porting request in while Hosted Network handles the rest.

The Partner Portal is another invaluable tool, simplifying the process for MSPs to understand and order exactly what their end customers need.

Additionally, the rebilling service offers robust support by seamlessly integrating with AutoTask, effectively managing the setup and reconciliation of billing contracts for FusionRed.

End Results

FusionRed leveraged Hosted Network's comprehensive services to resolve their clients' communication challenges efficiently. They implemented cost-effective voice solutions tailored to each client's needs, from **VoIP bundles** for small setups to **3CX systems** for medium-sized enterprises, **SIP trunking** for PBX systems, and **Teams Direct Routing** for Microsoft 365 users. With Hosted Network's streamlined number porting and intuitive Partner Portal, FusionRed simplified operations and improved service delivery. This strategic partnership enabled FusionRed to provide scalable, future-proof solutions, significantly enhancing client satisfaction and operational efficiency.



Get in touch with us!

To learn more about how Hosted Network can help you with your end customer voice needs, get in touch with us via phone at **1300 781 148** or email us at sales@hostednetwork.com.au

