



Cross Connect



The Future of UCaaS

Transforming business communications

Cross Connect offers one flexible platform and four Unified Communication solutions. Feature-rich, enterprise-grade, flexible, affordable and scalable, Cross Connect has been created for ALL businesses.

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The future of UCaaS

Cross Connect is unlocking business growth for Channel Partners across the UK.

Your business grows when you deliver the advanced communications your clients need. This game changing Unified Communications platform makes enterprise-grade solutions accessible to any business.



Ultimate flexibility & sector adaptability

1 platform | 4 solutions:

Cross Connect, Essentials, Contact Centre Connect and Phone Connect



30-day contract terms enabling flexibility with disruptive pricing



Powerful APIs to migrate existing customers



Mix and match solutions to create bespoke packages



Robust diagnostics, troubleshooting and reporting



Seamlessly integrate with MS Teams and over 300 CRM systems



Enterprise-grade features for end users of any size



Built on Crexendo powered by Netsapiens award-winning technology



Very low-cost options for low usage applications like schools and hotels



Active/Active, n-Share architecture



Single top-down portal for resellers, customer admins and users



Geo-redundant resiliency



Compatible with a vast array of manufacturers and devices

Cross Connect



Business



Education



Hospitality



Retail



Residential



Contact Centre and more

A fresh perspective

TSI developed Cross Connect with over 30 years of Channel experience to draw upon. This insight gives us a unique perspective and an appreciation of the challenges facing our Channel Partners.

A revolution in Unified Communications

We recognised a need for feature-rich, enterprise grade solution for all sizes of business. So, we created a suite of Unified Communications products specifically designed for businesses that may previously have felt this technology to be out of reach.



Cross Connect delivers for any size of business

Whether your customers are looking for a residential PSTN replacement, a feature-rich business phone service or full multi-site contact centre capabilities with powerful reporting functionality, Cross Connect delivers more. Onboard and migrate customers efficiently with our powerful APIs. Mix and match subscriptions to create bespoke solutions for verticals and manage efficiently in one platform. Integrate with over 300 CRM and business system applications. And with no long-term contracts, you can scale up and down at will.

Flexible, scalable and customisable

TSI's Unified Communications, connectivity and infrastructure solutions empower Channel Partners to grow their business. Our battle-tested, supported solutions are powered by multi-award winning technology from Crexendo powered by Netsapiens – already enjoyed by over 3 million users.

One flexible platform. Four UC solutions.



Cross Connect

Our flagship product, Cross Connect provides enterprise-grade features to businesses of any size. It also serves as the underlying platform for Contact Centre Connect and Phone Connect.



Cross Connect Essentials

A pared back, low-cost version on the same platform. This solves the problem of traditional hosted UC not being a cost-effective replacement for onsite PBX's where multiple, low use extensions are required. Perfect for hotel rooms or school classrooms, with full Cross Connect or Contact Centre Connect deployed at Reception and for key staff.



Contact Centre Connect

Based on our extensive experience of working with both new and established contact centres, Contact Centre Connect is created to answer their specific needs.



Phone Connect

As home and hybrid working models become the norm, connectivity solutions must adapt to deliver the same security, reliability and flexibility as on-site platforms. Phone Connect offers a low-cost replacement for analogue lines with the same enterprise-grade reliability of Cross Connect, ideal for the 2025 PSTN switch-off or for micro-businesses.

Next generation software

Harnessing the very latest cloud technology, Cross Connect is the next generation of Unified Communications and collaboration software.

Appropriate for a wide range of organisations, regardless of their size and location, this transformative platform boasts rapid installation, scalable deployment and minimal expenditure.

Business Continuity

Your clients will enjoy an optimal user experience with resilience, reliability and 99.95% uptime, thanks to:

- Next generation carrier grade platform.
- Active/Active, n-Share architecture.
- Geo-redundant servers in Tier 3 datacentres based in the UK and Europe.
- Multiple minimum 10Gb resilient interconnects.

Advanced troubleshooting

- Advanced switch logic and VoIPmonitor allows TSI to instantly interrogate and resolve any customer issues.
- Cross Connect's Call History displays the MOS score so you can instantly identify jitter and packet loss.
- Cradle-to-Grave visual call-flow and customer journey interface that shows every single call event.



Cross Connect features

Soft clients	iOS and Android mobile apps plus Web-RTC progressive desktop web app. No software installation is required. Available on Windows and Mac.
Advanced PBX core features	Calls handled professionally and efficiently with easy to configure multi-level IVR's including speech recognition, multi-language IVR's, visual voicemail.
Call handling	Caller ID, blocking and DND. Call forwarding and transfer, call waiting and parking. Conferencing. Answering rules including time-of-day.
Voice services	Create greetings and messages using best-in-class text-to-speech, and speech-to-text for voicemail transcription.
Call management	Call monitoring. Call queues and routing. Music-on-hold including comfort messages. Ring groups.
Call recording	90-days included as standard. Optional call transcription, sentiment analysis and low-cost long-term secure storage.
Directory and presence	Manage a companywide directory and set your presence so colleagues know you're contactable.
Video conferencing	Secure face-to-face meetings from anywhere. Share your screen, share just an app or share files. Join or schedule video conference with calendar integrations. Replay or download online meetings for on-demand viewing.
Team chat and messaging	Chat in public or private channels. Customise channels by co-workers, departments etc. Automatic sync between devices.
Easy administration	User-friendly portal. Single sign-on. Multi-site support. Powerful analytics.
Security	Secure portal. Transport layer security. SRTP audio encryption.
Call Quality	Wideband audio codecs provide HD call quality.
Contact Centre Connect	Customisable agent statuses. Powerful real-time and historical reporting. Dashboards for monitoring and alerts. Customisable browser-based Wall Boards. User-friendly Attendant Console. Quality Assurance and monitoring.
End Points	Compatible with a vast array of manufacturers and devices including Yealink, Poly, Cisco, Fanvil, Snom, Grandstream, Mitel, Vtech, Linksys and more.
Integration	Integration with over 300 CRM and Business System Applications. Seamlessly integrate MS Teams. Outlook/Google Contact integration. Click-to-Dial.

Plus many more

Seamless integration

Teams Connect

Cross Connect integrates seamlessly with Microsoft Teams – the most popular productivity and communications platform, chosen by nearly 3 million users worldwide. Teams Connect makes use of Cross Connect PBX and SIP Trunk infrastructure to deliver automation tools that can rapidly integrate communications within the Microsoft Teams platform.

Teams Connect enables calling (and more) directly from within Microsoft Teams. It seamlessly integrates Cross Connect and Microsoft Teams with no need for PowerShell scripting or additional Direct Routing.



Over 300 CRM and business systems integrations

Our game-changing Cross Connect Integrator product integrates with 300+ CRM/business system applications. This paid-for feature seamlessly aligns Cross Connect with your customer's existing systems.

4me	FuseMetrix	MobileMax	Salesforce
Accelerate	Goldmine	NetSuite	Salesforce Service Cloud
Access Microsoft	Google Contacts	ODBC	SIMS
Access Profile	HalolTSM	OnContact CRM	Simplicate
ACT	HaloPSA	Outlook	SIS
Autotask PSA	Halo Service Desk	PCHomes	Sugar CRM
Call Connect GP (Patient Connect)	HubSpot	PerfectView Online CRM	SuperOffice
Carerix	IBM Notes	Profile CRM	Teamleader
ConnectWise Manage	In2crm	PVCRM	TechMan
crmSeries	inforCRM	Really Simple Systems	TITAN
DATEV	JobDiva	Rezi	vtiger CRM
Dezrez	Keap Max Classic	Ridder IQ	WebSolve
Dynamics 365 CRM	LDAP	RobinHQ	WinSIMS
eGroupware	Logical Office	RPM	Workbooks
Envoy Taxi Dispatch System	Max Immo	Sage 50c	Yoobi
Exact Online	Maximizer	Sage 200 with Sage CRM	Zendesk
Faster Forward	Medicom	Sage CRM 2018 R3	Zoho CRM
Flexkids	Mirage Salesforce Connector	Saleslogix	Zoho Recruit

Plus many more

Contact Centre Connect

Contact Centre Connect delivers a seamless customer experience via our state-of-the-art, cloud native, secure contact centre.



Driving business value

Integrating your customer's contact centres with their Unified Communication platform simply makes business sense. Research shows compelling fiscal reasons to integrate your customer's contact centre with their Unified Communications platform. Metrigy found that these businesses:

2x

Increase in revenue

37%

Increase in agent efficiency improvement

57%

Improvement in customer experience

High-performance, scalable solutions

If you are running a Contact Centre, Contact Centre Connect offers an unrivalled range of features that can help you improve efficiency, boost customer satisfaction and, ultimately, build your brand. They include:

- Outstanding voice/call quality.
- Industry-leading reliability.
- Simplified communications with a unified interface.
- Intelligent customisable routing.
- Automatic call distributor to support Voice SLAs.
- Flexible deployment options.
- Support for IVR speech recognition.
- Self-service to accelerate resolution time.
- CTI – screen POP with 300+ CRM/business system integrations.

Real-time reporting for powerful insights

Crucially, Contact Centre Connect includes a powerful analytics suite to help you achieve informed, data-driven business outcomes. Features include:

- Pre-built and bespoke customer performance Wallboards for an agent overview.
- Dashboards for real-time monitoring and alerts.
- Quality assurance and monitoring including:
 - Listen In, Whisper, Barge, Call Transcription, Sentiment Analysis.
- Extensive historical reporting.
- Customised call queue routing and thresholds.
- Graphs, statistics and trend analysis.
- Call recording.

Phone Connect

As home and hybrid working models become increasingly prevalent, connectivity solutions must modernise to deliver the same security, reliability and flexibility as on-site platforms.

A focus on the future

In 2025, the UK's existing analogue telecoms network (Public Switched Telephone Network PSTN) is being switched off permanently. Phone Connect is designed to replace the 20th century legacy lines with 21st century VoIP networks to deliver low-cost telephony over the internet.

High quality affordable solutions

Phone Connect is a cloud-based telephony solution powered by the Cross Connect platform, designed for residential users or micro-businesses. Phone Connect benefits from the same exceptional resilience, advanced security and fail-safe geo-redundancy as Cross Connect.

Landline replacement for residential or small business customers

Phone Connect VoIP configuration is simple to implement. We can even provide customers with an ATA (Analogue Telephone Adaptor) linking their router and handset, to enable them to continue using their existing handsets, or replace with a modern VoIP/SIP phone.

Phone Connect also offers:

- Mobile app for both iOS and Android, to avoid missed calls on the move.
- Intuitive user portal.
- Answering rules.
- Voicemails accessible from any device, anywhere.



New access to specific verticals

Competitive pricing and innovative flexibility mean that Channel Partners are free to target specific vertical markets that would previously have found UCaaS solutions cost prohibitive.



Business

Cross Connect is designed for businesses and workplaces of all sizes, from residential customers working from home and SMEs with a handful of users, right up to contact centres and the enterprise. It is a cost-effective, scalable and flexible solution for businesses of all sizes.



Education

A full-featured, cloud-based Unified Communications solution like Cross Connect helps channel partners answer the unique challenges faced by educational establishments.

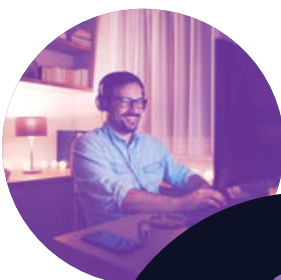
- Affordable day-to-day telephony services.
- Staff and department collaboration.
- Integration with CRM's including SIMS.
- Parents evening meetings online.
- Flexible and immediate communications from teaching staff to parents and students.
- Seasonal communications variations.
- The ability for staff to communicate major events like school closures and for student non-attendance to be easily reported.

Handsets for classrooms and corridors

Education establishments need a low-cost way to deploy handsets in both classrooms and corridors, ensuring staff can communicate with support staff, wherever they are. Cross Connect Essential is a subscription service that is perfectly suited for handsets located in classrooms or corridors, offering:

- An extremely low cost per extension.
- The ability to limit handset use to internal and emergency calls only, reducing risk of abuse.

With no long-term contracts, Cross Connect makes it easy to scale up during the busy term-time period and during clearing.



Cross Connect Essential replaces traditional pricing models with a very low-cost option – ideal for education, hospitality and more.



Hospitality

In the hospitality sector, good communication is vital to running a successful operation. Yet many hotels still rely on on-site PBX systems for communication between staff and customers.

With a single point of failure and potentially expensive ongoing maintenance and service costs, hardware like this is simply no longer viable for a competitive hospitality business – and with the PSTN switch-off due to take place in 2025, many of these systems will simply stop working when their ISDN lines become obsolete.

Cross Connect represents the ideal solution for today's hospitality sector. Not only is it flexible, practical and secure, but it is designed to deliver higher control of the service, lower infrastructure and call costs, and improved communication.

Cross Connect also offers Cross Connect Essential, perfect for delivering multiple extensions at extremely low cost per connection (e.g. hotel rooms).



Retail

Traditional, bricks-and-mortar retail has been under increasing threat from online retailers for several years – and despite many chains building out their own online offerings, the overheads associated with running a bricks-and-mortar operation remain. That makes cost a significant factor in the retail sector – and an issue that Cross Connect has been designed to address. Cross Connect represents an ideal platform to deliver feature-rich Unified Communications to the retail sector at a disruptive price.





Residential

In 2025, Openreach will switch off the Public Switched Telephone Network (PSTN). This means that everyone who currently relies on PSTN-based services – businesses and residential customers – will need to switch to an alternative service before then.

The residential sector includes more and more home-based employees and entrepreneurs, and the forthcoming PSTN network migration will require them to take urgent action.

- Phone Connect is an ideal solution for resellers or MSPs that need to replace landlines for residential or business customers.
- Installers of alternative network connectivity solutions looking for a VoIP solution can take advantage of TSI's different partner programmes to deliver an enterprise-grade solution for residential or SME customers, with us installing and supporting the customers – including billing, if required.

Contact Centres

We have designed solutions specifically for businesses in the contact centres sector, including both inbound (e.g. customer support) and outbound contact centres (e.g. telesales or market research). Contact Centre Connect offers a wealth of benefits, including:

- Unified interface providing managers with a single pane of glass.
- Excellent sound quality for unrivalled quality.
- Self-service and IVR speech recognition.
- Intelligent, customisable routing.
- Detailed analytics and real-time reporting.
- Customisable Agent Status.
- Real-time dashboards and live data.
- Call Recordings, with optional transcription and sentiment analysis.

Channel Partner programmes

Cross Connect offers flexibility, support and choice to both channel partners and their customers.

Channel partner options

Our partner programmes offer two productive partnership options.



Our Channel Partner programme supports you in reselling our innovative Cross Connect solution to your customers.



Or earn commission through our Dealer model where TSI manage everything from quoting to installation and support.

All the support you need, when you need it

We have national scale and comprehensive in-house expertise you can depend on. Our Channel Partner programme support team can assist partners with on-boarding, delivering training workshops all the way through to a highly responsive ticketing system. We can also support you end-to-end with our cabling and network connectivity services.

Our knowledgebase

The Cross Connect branded End-user Knowledgebase will simplify training and support for your customers. And our Partner Knowledgebase provides your internal support team with the ability to train staff, as well as offering guides to support them in configuration and troubleshooting.

White label

Cross Connect was created with flexibility at its heart. TSI's white labelling service provides a best-in-class, Unified Communications platform that can be marketed and sold as your own.

Our Partners can access a full white label solution that includes:

- Co-branded customer-facing marketing collateral featuring partner branding.
- Partner logos on the Cross Connect portal.
- Branded desk phones.

Our Premium Partners can access a full white label solution that includes:

- Complete portal branding.
- Branded FQDN and mobile app.
- Fully branded end-user knowledgebase and user guides.

Additional charges incurred.



Channel Partners can also make use of our Structured Cabling as a Service (SCaaS) offering for Contact Centres.

At TSI we developed Cross Connect with the unique insight of 30 years of Channel experience behind us. We understand the challenges and opportunities faced by our Channel Partners because we have walked in their shoes. This experience has enabled us to create a portfolio of Unified Communications solutions specifically created to give you the flexibility you need to provide Unified Communications access to more customers than ever before.



Get in touch

Whether your clients are work-from-home-entrepreneurs or multi-billion-pound, multi-site operators, there is a TSI UC, connectivity or infrastructure solution to revolutionise their communications.

To find out more about how we can help you grow your business, contact our expert team today.



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