

THE BUSINESS CASE

Recurring Revenue for MSPs: Selling Cloud Phone Systems

Voice is the stickiest, highest-value recurring service you can attach to an existing IT customer base. Here is what it does to your revenue per customer, your churn and the worth of your business, and how to add it without becoming.

For Australian MSPs, ISPs and computer and IT outlets, **voice is the highest-leverage recurring revenue you can add**, and most are still leaving it on the table. A phone seat pays you every month for years (phone systems almost never churn), grows automatically as the customer grows, bundles naturally with the internet and managed services you already sell, and deepens the relationship so customers stay. The maths compounds quickly: sign a few customers a month and you build a base of hundreds of recurring seats inside a year, on top of margin from handsets, porting and setup. Just as importantly, recurring revenue **multiplies your business valuation**, because buyers pay a premium for predictable, sticky income.

■ The short version

Month	New seats added	Cumulative recurring seats	Revenue character
Month 1	30	30	Recurring base begins
Month 3	30	~90	Compounding
Month 6	30	~180	Predictable MRR

■ Also worth knowing

Provider	What you already sell	The voice bundle
ISP	Business internet / NBN	Internet + phone system on one Australian bill
MSP	Managed IT, Microsoft 365, security	Voice as a managed service in the agreement
Computer / IT retail	Hardware, setup, support	Attach recurring voice to every fit-out
Cabling / security	Structured cabling, CCTV, access	Add the phone system to the install

One Australian provider, one bill

Customers are tired of stitching together an overseas VoIP app, a separate internet provider and an IT company that all point at each other when something breaks. Being the single Australian provider for internet, IT and voice, especially one whose voice partner owns its own network, is a genuinely compelling offer, and it locks the customer to you.

■ Questions the full guide answers

- ☐ Why should an MSP or ISP sell phone systems?
- ☐ How much recurring revenue can voice add to my business?
- ☐ Does selling voice raise or lower customer churn?
- ☐ Do I need voice engineers or a carrier licence to sell phones?
- ☐ How does bundling voice with internet or managed IT work?
- ☐ How does recurring voice revenue affect my business valuation?
- ☐ How quickly can I start selling VOCPhone to my customers?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit vocphone.com/about/contact-us.