

Voxnube DIY Voice Migration Pack

Commercial Proposal & SME Value Case

DIY Voice Migration Pack

The challenge SME companies have with moving their voice / telephony estate

- Migrations are technically complex: SIP, numbering, routing, cutover testing.
- SMEs lack in-house expertise and avoid five-figure consultancy bills.
- Risk = downtime, billing errors, productivity loss and reputational impact.

DIY Voice Migration Pack

What £2,000 buys you...

- Full set of resources, documents and editable templates (Checklists, Runbooks, Dial Plans etc...).
- Cutover planner, rollback criteria, UAT testing scripts and quick step by step guidelines.
- Admin portal to manage licences and download all resources and assets.
- AI-driven front end to search, quick answers to downloadable templates and resources.
- Access to Skool.com community with training modules, recordings and peer Q&A.

DIY Voice Migration Pack

Commercial Model – Simple, SME Friendly

- Core offer: One-time-fee for materials = £2,000 – includes:
 - All materials, AI tool access and Skool community access).
- Optional enhanced service add-ons:
 - Expert session blocks (1hr £150 / 4hr £450).
- Migration validation & audit
 - (Remote checklist + 2hr call): £495
- Opt-In PoV (Proof of Value) included within One-time-fee
 - 5 to 10 Users,
 - 5 Local DDI numbers
 - 14 day PoV to test the migrations strategy into Microsoft Teams.

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Simple ROI Illustration – Two Scenario's (GBP)

- Cost Conservative (50-employee SME):
 - Consultant quote ~£6,000.
 - DIY Pack £2,000 + 2hr expert (£300) = £2,300 → Savings ≈ £3,700 (61% lower).
- Upside (recurring waste avoided):
 - Monthly vendor mis-charging £150 → Annual saving £1,800 → Pack pays for itself in ~13 months.
- If Pack reduces 40 hours internal time at £50/hr = £2,000 saved → combined payback under 7 months.

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Go To Market Plan & Next Steps

- Sales motions:
 - Direct online self-serve purchase (single SKU), through Website www.Voxnube.com/DIY_migration_Pack
 - Targeted SME campaigns (Dripify, LinkedIn + Skool previews).
- Lead Flow:
 - Website Landing page → 5-min video intro → Purchase SKU → Onboarding email + Skool access.
- Proof of Value – Migration Pilot Test:
 - 5 to 10 Users included in the Purchase with Opt-In
- Immediate next steps:
 - Approve One-time-fee headline price £2,000
 - Confirm add-on pricing and pilot size, prepare landing page & 5-min intro video.

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Appendix – Full Contents & Support Definitions

- Full file list:
 - Templates, Guidelines, Runbooks, Cutover/ Dial plan checklists, UAT test scripts.
- AI tool features & usage guidelines; admin portal details.
- Skool community contents, moderation and access policy.
- Definitions of add-ons: scope, SLAs and pricing.
- Low commitment paid expert time, optional.