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# Support to Win launches software development service to overcome barriers to UCaaS/CCaaS tech integrations

*Accelerates and converts projects that might otherwise be unfeasible*

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Support to Win (STW) has today unveiled a new onshore software development service capability to enable UCaaS/CCaaS projects. The Technology Integration Development service overcomes a common barrier to UCaaS/CCaaS deployment – a lack of integration with existing solutions – by delivering the requisite API and middleware expertise where off-the-shelf integrations are not available for the end customer's choice of CRM platform.

This allows UCaaS/CCaaS solution providers to accelerate project completions and even convert opportunities that their competition can't. This leads to far fewer instances where committed deals are subsequently abandoned and revenue lost due to lack of technical feasibility.

Julie Mills, CEO of Support to Win commented: "Third-party CRMs and other platforms that don't integrate out of the box with your UCaaS/CCaaS product can be very frustrating and put deals into jeopardy. With this new service we remove these obstacles by making technology integrations stick, either by utilising existing APIs or creating new microservices that are then fully tested and validated."