

CHANNEL PROFILES 2021



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COMMSBUSINESS

There's a reason why our base of channel partners doubled last year. Actually, there are a few reasons...

- ✓ **Competitive, simple licensing, enabling you to build out margin rich solutions**
- ✓ **No minimum commitments or forecasting that contractually throttles you**
- ✓ **A Partner Success team that works to onboard your channel business**
- ✓ **Sales and technical training from our dedicated TelcoSwitch Academy team**
- ✓ **Free of charge white labelling service - your brand, supported by our solutions**
- ✓ **Live demo kits in custom flight cases**

And that's before we talk about the products.

It costs nothing to become a TelcoSwitch channel partner, so why not talk to us about making the switch in 2021?



Unified communications built for channel.



Contact centre supervision



Directory services & click-to-dial



Voice & video conferencing



Instant messaging & presence



Voicemail transcription



Call recording



CRM integration



Wallboards

And yes....it's all included 'out of the box'. It would have been easier to list what it doesn't include.



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COMPANY PROFILE

TelcoSwitch is a leading provider of unified communications and compliance solutions, delivered through its award-winning CallSwitch hosted telephony platform.

CallSwitch allows teams to connect and collaborate through voice, video, instant messaging, call recording, online meetings, screen sharing, and more.

For partners looking to provide a proven solution for unified communications, the CallSwitch platform enables channel partners to offer an advanced and white-labelled service, while maximising ongoing revenue through competitive licensing.

TelcoSwitch also delivers comprehensive support through its TelcoSwitch Academy programme, providing sales and technical certifications to its channel partners.

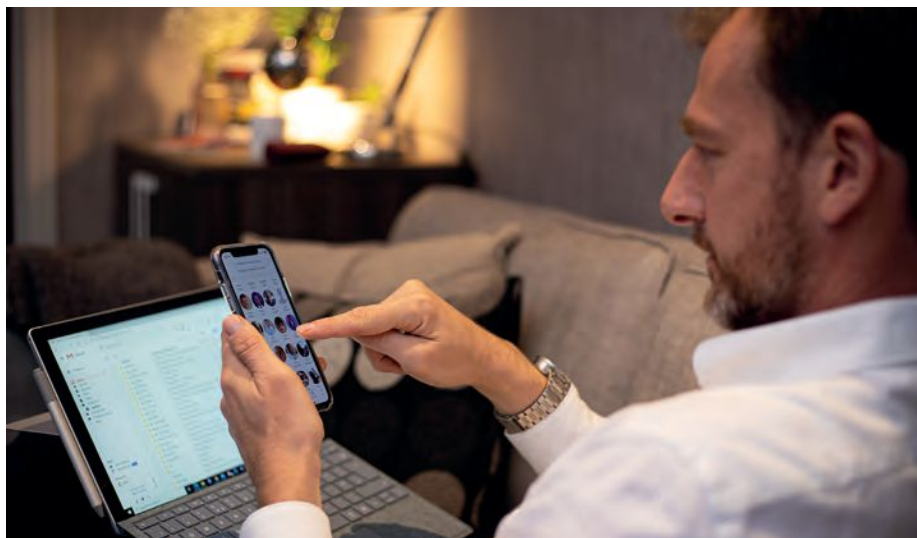
Headquartered in London, and with offices throughout the UK, US, and South Africa, the company has enjoyed rapid growth, ranking 25th in the Sunday Times Sage Tech Track 100 league table of the fastest growing UK technology companies.

Why Work with Us?

As a channel-led business, partnerships are at the core of our DNA. We don't believe in throttling partners with excessive minimum commitments or forecasting to work with us. And crucially, it costs nothing to become a TelcoSwitch channel partner and start reselling our solutions.

Our licensing models are simple and transparent, and almost every feature within CallSwitch is included, enabling you to build out margin-rich solutions on your terms.

To help partners achieve the success they want from us, we deliver sales and technical training through our TelcoSwitch Academy programme, providing your teams with the knowledge they need to sell and support TelcoSwitch solutions. Once on-boarded, channel partners are granted access to our partner portal, including a host of white-label marketing materials, brochures, battlecards, high resolution imagery, and more, delivering a suite of regularly updated resources to



increase customer engagement.

We also know how important it is to have your brand front-and-centre when engaging with customers. With our white-label programme, we can even brand handsets and

administration consoles to your company (or your end customer, as required).

The CallSwitch Platform

CallSwitch is our unified communications platform for the channel market, delivering powerful features and competitive licensing models that enable you to earn lucrative ongoing revenues.

We continually invest in both the platform and integration with other core services. In version 6 we introduced a host of new features, including HD video, centralised phonebook, enhanced meetings, and chat within our Communicator app - features that, alongside group conferencing, screen and document sharing, and presence, have supercharged CallSwitch for our channel partners.

Our latest integration with Microsoft Teams now gives channel partners a competitive edge for Teams-based customers, and our SIMSwitch mobile network takes CallSwitch fully 'native mobile' for FMC deployments and compliance, with no requirement to install apps. Additionally, our approach to omnichannel communications



ensures contact centres can deliver more personalised customer experiences, increase customer engagement, and reduce dependencies on existing mechanisms of communication.

To complement the offering, customers can also opt for traditional IP desk and DECT phones, with a wide range of supported endpoints. All hardware is shipped pre-configured, offered at competitive trade prices, and our Yealink handsets attract a TelcoSwitch lifetime warranty - it couldn't be easier.

We place a huge amount of focus on simplifying deployment and administration for channel partners and their customers. The CallSwitch administration console is under constant development with our internal DevOps team, who work on our technology roadmap alongside partner feedback to deliver new features and benefits, including our recent 'zero-touch' provisioning for handsets.

Supporting Microsoft Teams

With the prevalence of Microsoft Teams, TelcoSwitch channel partners don't need to view Teams as a threat: they can profit from it.

In a market cluttered with Direct Routing offerings, with little to differentiate between one provider and the next, we developed CallSwitch for Teams to deliver a commercially competitive offering with generous inclusive minute bundles, along with our intelligent call routing, market-leading features such as inclusive call recording, and extensive network resilience.

This enables channel partners to deliver a powerful and fully supported UC offering for Teams, and all under our single, simple license cost.

Powerful CRM Integration

Key to any unified communications solution is integration with other critical services to improve productivity and accuracy.

CallSwitch offers plug-and-play integration with Salesforce, Microsoft Dynamics, Sugar CRM, Hubspot, Zendesk, Bullhorn, Pipedrive, Suite CRM, Zoho and Vtiger, with new integrations coming on-stream regularly. Less common, web-based CRMs are also catered for, offering both 'click-to-dial' and 'screen pop' functionality.

Call Recording & Compliance

With the advent of more rigorous compliance across financial services and contact centre environments, and the increase in remote and hybrid working arrangements, call recording



is an increasingly common requirement for companies deploying unified communications.

CallSwitch can be enabled for native cloud-based call recording, and our channel partner offering includes a 90-day rolling archive of all calls, complete with secure data centre storage at no charge. Where your customers wish to retain copies of call recordings beyond this, CallSwitch enables them to archive recordings to Amazon S3, Google Drive, or Dropbox storage solutions.

For customers operating in regulated industries with strict compliance requirements, such as MiFID II or PCI, we also offer a fully compliant, cloud-based call recording and analytics platform - Atmos. The Atmos platform comes complete with advanced search and retrieval, AI analytics, 256-bit encryption, long-term storage, and payment platform integration, delivering the ultimate telephony compliance suite.

True Fixed-Mobile Convergence

Independent research shows that only 6% of millennial employees use a company-deployed UC app to make outbound calls, preferring chat, video, and presence features on apps, and native smartphone diallers for voice. This reduces company ownership and visibility, creates disparate pools of call records, and fails to leverage company-deployed call recording or analytics solutions. And by separating mobile and fixed line telephony, the billing, contracts and support

structure is fragmented.

To address this we have launched our SIMSwitch mobile network, enabling channel partners to extend their customers' UC platform to any mobile device natively, without needing applications, by integrating their mobile numbers with their CallSwitch hosted PBX. This allows employees to enjoy a uniform inclusive call bundle, whether they're making calls from their desk phone, soft client (Communicator and Microsoft Teams), or mobile phone dialler, and with traffic routed through the CallSwitch platform, the customer benefits from features such as our inclusive call recording.

To ensure we keep up with the demands of a 'mobile-first' workforce, the SIMSwitch network is built on the leading UK enterprise mobile carriers (complete with automatic network failover), is available with a host of inclusive data bundles, and promises a powerful roadmap that includes eSIM in 2021.

PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Call Management
- ▶ Call Recording
- ▶ Hosted Telephony
- ▶ Networks
- ▶ PBX
- ▶ Unified Comms
- ▶ Video Conferencing

What if you could extend your customers hosted PBX to their mobile devices, without needing apps?

Well....you can.



A mobile network that integrates with your hosted PBX



Integrates with CallSwitch Communicator & Microsoft Teams



Single, unified voicemail across mobile & DDI



One inclusive tariff for both mobile & desk phones



Unlimited data bundles available



Discounted international rates



Call recording & SMS capture



Automatic mobile network failover



SIMSwitch

Powered by TelcoSwitch

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No ordinary disruption

The Channel has been changed by the pandemic, with resellers, MSPs and vendors all encountering new challenges and building success in unlikely circumstances.

This outward interference has hit the industry at a time when internal disruption was already underway. Things are changing. Tried and test technologies are reaching the end of their lifecycles, innovative technologies are coming into focus. But partners remain their customers' trusted advisors and are best placed to help UK businesses navigate their way through this uncertainty into a bright future.

To stay on top of the shifts taking place across the industry, you must pay attention to the trends that are transforming business priorities and the technological advancements that promise to solve old and emerging problems in new ways.

This supplement aims to guide you through that. Read on to find out about the companies and products that could offer something new for your customers.

Your secret weapon could be waiting for you on the next page.

Charlotte Hathway
Editor

MISSION STATEMENT

Comms Business is the Channel resource for the B2B ICT market. From the vendor technologies through to distributor activities and service provider offerings, we are the leading platform for Channel Partners to educate themselves on every aspect of the market.

We provide resellers with the knowledge to confidently procure the products and services they need to supply to their business customers. We do this via accurate and timely reporting on key Channel companies, trends, regulatory changes and more through a series of interviews, in-depth features and market reports.

Technology is evolving at a rapid rate today, staying abreast of the changes and advances in the ICT space can prove invaluable to readers to help them stay ahead of the competition. Comms Business strives to hunt for the most relevant cutting edge technologies across the ICT space which includes IT, cloud, comms, mobile, security, data and more.

Below is a listing of the categories featured within this guide

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	Aggregators	Billing	BYOD	Call & Contact Centres	Call Management	Call Recording	Call Services	Cloud Services/Software	Co-location	Collaboration	Data Backup	Data Centres	Dealers, resellers and VARs	Distributors	End points	Equipment (Hardware)	Ethernet/MPLS/EFM	Fibre/SIP	Fraud Solutions
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Powerful call services

The call services and numbering market has continued to innovate, with on-hold services, analytics, billing and analytics providing partners with new tools to showcase to their customers

Resellers are finding call services can help them uncover revenue hiding in their existing pipelines, with the pandemic demonstrating how essential these solutions are. There are numerous considerations partners should weigh up to ensure they are getting the most out of call services.

A good billing engine lies at the heart of call services success. After all, losing revenue or dissatisfying customers due to inaccurate or indecipherable billing can be a big issue for channel partners. Billing is fundamental to results, and is often the most important piece of software in the business. With the potential for slow or inaccurate billing, the knock-on effect on cash flow cannot be underestimated so every reseller should pay attention to their billing solution.

Cloud-based solutions can be vital, with features like data records, network traffic management, and usage records enabling resellers to apply tariffs, discounts, and compile charges for each customer account.

Add-on services

Once billing is running smoothly, resellers should evaluate add-on services that they can offer their hosted telephony and/or VoIP customers. The possibilities are

seemingly endless. Call recording has taken on new significance with the onset of mass homeworking for call centre agents, whilst call analytics and on-hold services are enabling businesses to keep a closer eye on customer satisfaction.

Call recording has moved to the cloud on a large scale, with resellers gravitating towards vendors that can make this simple, effective, and compliant. That last element is of course the most important in the age of GDPR. Businesses are now very aware of their responsibilities to both customers and employees.

Automation, machine learning, and artificial intelligence are just some technologies vendors are leveraging to streamline various tasks attached to call recording. Quality management, process management and agent training and mentoring are being improved and/or made more accessible for resellers and their customers.

With customer experience a priority for businesses across the UK, call analytics is also a big opportunity for the Channel. Analytics can help sales and customer service managers understand how their team is performing, and whether customers are satisfied after an interaction.

Call analytics can also help businesses understand if they're missing calls, if they're keeping customers waiting for long periods of time, or if a particular customer is suddenly calling or messaging frequently. This understanding can help managers resolve problems, or even potential problems, before they become deep rooted.

There is also the potential for on-hold services to truly move the needle on how call services are used by end-customers. These can help route enquiries to the right team, resolve queries without the need to speak to an agent, or simply give a better waiting experience to customers.

It should be noted that waiting times have increased for many businesses due to many face-to-face customer interactions not being possible in the last year. Tailored on hold messages with voice actors, or music on hold that suits the audience can improve the customer experience. Resellers are ideally placed to spot if their customers could benefit from adding services like this on top of their existing solutions.

Of course, there is potential for resellers to bundle these services to make their VoIP and hosted telephony customers even stickier. With so much in one place, why look anywhere else?



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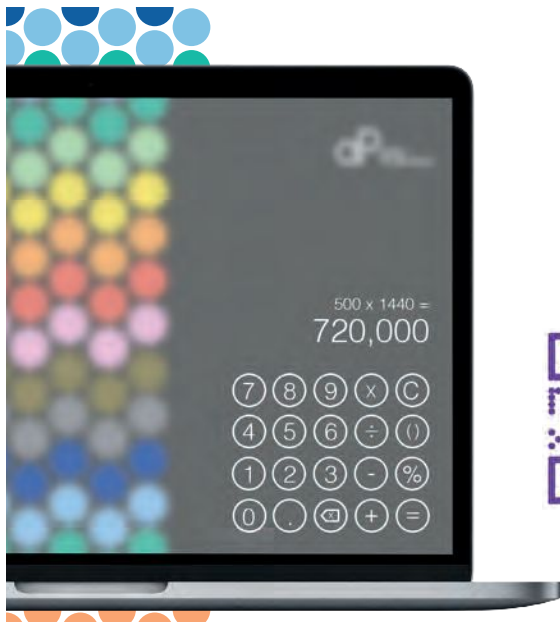
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COMPANY PROFILE

AudPro is one of the UK's leading Music on Hold (MoH) providers; creating bespoke, professional on-hold messaging that keeps callers engaged. No matter what the size or scope of the business, it's the perfect value-add solution (considering today's challenges) for both you and your customers.

MoH enables your customers to maximise the potential of every call they receive, ensuring each is answered warmly and on brand. Your customers' captured audience of callers is therefore more engaged, with bespoke information about the end-user business, and callers can even be upsold to while waiting to be connected.

Plus, it gives resellers a reason to stay in consistent communication with their customers. Not only to touch-base, but to suggest date-specific on-hold messaging, or even recommend other value-add services from your portfolio.



Our calculator works out the hidden profit that's already in your base and pipeline.



Scan the QR link or visit our website to see how much revenue you're missing out on!

info@audpro.com | www.audpro.com | 0161 483 4668

Overview of products and services

Resellers can quickly uncover hidden revenue in pipelines and increase average sales values by offering a more comprehensive solution without sacrificing additional resources. Plus, you choose the price (typical mark-up is 200%) and how it's charged, making MoH one of the most flexible methods to increase margins and reach targets!

Customers choose between industry-specific scripts which are then recorded by professional voiceover artists. With hundreds of combinations to choose from, end-users will definitely find an option that fits, including some of the most recognisable voices in the UK, like the voice of I'm A Celebrity and X-Factor!

The unique selling points

If someone is calling one of your customers, it's likely for one of two reasons: a complaint or a sale. MoH ensures callers are engaged while waiting for an answer, which is especially important if callers are frustrated, or while businesses are using call diverts to stay reachable.

Plus, you get to choose what to charge and how you bill your customers - recurring, per

message or bundle it with your services - it's completely up to you!

The benefits to the Partner

If resellers are to keep existing customers engaged, they need to offer services that keep them from looking elsewhere. Music on Hold is exactly that. When your customers first experience the difference, they'll see the value of working with you even more!

Also, AudPro will design a fully white-labelled order page, where your customers can try different combinations of voice and music and submit their scripts, all to help build your brand's credibility.

How a Partner can add the product/service to their portfolio

Whatever your portfolio contains, partnering with AudPro is a no-brainer!

Music on Hold is completely tech- and vertical-agnostic. So, whatever your customers' specialities, they will have a need and it will be compatible with your services too.

Onboarding is fast - typically less than a week. AudPro also provides a comprehensive

Partner Toolkit, full of marketing assets and sales training, so you can win more sales and run your own MoH marketing campaigns.

Additional Information

AudPro has been at the forefront of Music-on-Hold messaging for over 15 years. That experience, as well as its library of Sales and Marketing support, ensure partners maximise their margins from both existing customers, as well as new prospects.

But don't listen to us...

"Both customer satisfaction and revenue have increased since we started using AudPro's MoH."

Gary Strickland-Smith, Aerial Direct

"It's really easy to offer MoH to our customers because it enhances the wrap-around service of our telephone systems, making them less likely to move away from the business."

Sales Director, Start Communications

PRODUCTS & SERVICES

► Call Services



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COMPANY PROFILE

At netsapiens, we are your Smart Network Application People specializing in B2B unified communications (UC&C) solutions. We support service providers of all sizes as well as large enterprises with existing network infrastructure who want to improve their operational efficiency and grow their customer base. Our award-winning signature UC offering - SNAPsolution - is custom-built, offering our partners a customizable, easy-to-use platform that can be quickly deployed for maximum ROI. Take advantage of our expertise in VoIP, Hosted PBX, UCaaS, SIP trunking, contact centers, device provisioning, multi-tenant user portals and software-as-a-service (SaaS).

Overview of products and services

netsapiens empowers service providers with the tools they need to deliver a complete Unified Communications and Collaboration experience to their end users.

- Video Conferencing
- Collaboration
- Cloud Calling
- Mobility
- Contact Center
- Flexible API

The unique selling points

- Disruptive Business Model - you don't pay per seat, just active calls. Placing the margin back in the Service Providers hands, not the vendors.
- Universal Licensing - All Unified Communications, Contact center & Mobile Apps under one license fee.

- Consume the way you want - subscription or purchase, in your cloud or ours.
- 240+ API's Enabling Full Control and Extensibility
- Over 250 Integrations, including Microsoft Teams Integration
- Multiple Layers of White Label support.

The benefits to the Partner

- Break away from reselling in a cost-plus model, disconnect your vendor costs from your pricing with active call solutions.
- With Active Calls (sessions) Oversubscription you can add up to 20% more users per year without any additional vendor purchases.
- Flexibility to consume that best way that fits your needs.
- Differentiate from your competition by wrapping value around the extensive API's & integrations.

- All the feature sets of the big guys.

How a Partner can add the product/service to their portfolio

netsapiens offers two deployment options that can be customized for service provider. The traditional deployment model gives our customers complete control over their network architecture by allowing them to host our software in their own databases. We also offer SNAPacel, a Managed Infrastructure-as-a-Service deployment model, for customers who would like to offload some of the work to our in-house experts and eliminate the traditional startup costs.

Additional Information

Looking for more information about netsapiens or Unified Communications? Browse our resource library for interviews with industry experts, customer testimonials, and white papers to help you jump-start your business. netsapiens.com/resources

Solutions for Service Providers

Unified Communications Solutions

- ✓ Secure Carrier Grade Cloud Calling
- ✓ Quick & Secure Collaboration
- ✓ Provide a Mobile First Offering
- ✓ Full Integration with Microsoft Teams

Contact Center Solutions

- ✓ All-in-One Cloud-Native Contact Center
- ✓ Turn Analytics & Insights Into Results
- ✓ In Your Cloud or Ours
- ✓ No Additional Cost

Video Conferencing & Collaboration

- ✓ Deliver Immersive In-Office Experience
- ✓ Collaborate Anywhere on Any Device
- ✓ Host & Monetize Your Own Webinars
- ✓ Worry-Free, Secure Connections

The ONLY all-in-one platform that doesn't charge per-seat, giving control back to the Service Providers.



PRODUCTS & SERVICES

- ▶ Billing
- ▶ Call & Contact Centres
- ▶ Call Management
- ▶ Call Recording
- ▶ Call Services
- ▶ Cloud Services/Software
- ▶ Collaboration
- ▶ Mobile Mobility

JOIN THE REVOLUTION

Stop paying for seats, our customers don't!

Only
4% Of employees
are on a call
at any one time



Sessions-based cost
(Only pay for active calls)

Keep your margin



Seats-based cost
(Pay for every seat)

Vendors take the margin

NEVER PAY-PER-SEAT AGAIN!

With the only Unified Communications Platform with a **Pricing Model** that makes sense, based on **Sessions, Not Seats.**

The cloud opportunity

Cloud computing has entered the mainstream, and there are plenty of opportunities for resellers to develop offerings that allow them to compete with both direct sales and larger service providers

Businesses across the UK have woken up to the reality that the cloud and cloud-hosted software could deliver plenty of improvements for customers, employees and the bottom line. Key advantages include greater flexibility, business continuity, cost efficiency, improved collaboration, and scalability. Recent research by UKCloud revealed there is an almost universal desire to move IT environments into the cloud, with 9 in 10 decision makers saying they would move all their IT into the cloud if a 'perfect solution' existed.

Similarly, research from the Cloud Industry Forum found that the pandemic put the cloud to the test, with 91 per cent of decision-makers claiming the cloud played an important part in their response. Of those, 40 per cent described the role of the cloud as critical, and 69 per cent of organisations said they have sped up their plans in some way as a result of the pandemic. This cloud acceleration looks set to continue, the Cloud Industry Forum also found 88 per cent of organisations expect their adoption of cloud services to increase in the next 12 months.

Analyst company Canalys has found that the channel, from global systems integrators and MSPs to resellers and distributors, is playing an increasingly important role in driving cloud growth around the world.

Canalys said that all the major cloud providers are increasing their investments in the Channel, both to leverage the consulting and managed services capabilities of partners, and to expand sales capacity to drive cloud consumption. It added that Microsoft holds the largest share of the indirect channel with Azure, with AWS and Google Cloud gaining ground.

Opportunities

The reseller community has a huge opportunity to help their customers navigate the move to the cloud. To convert that potential into results, resellers that are developing their own offerings need to ensure they have a clear understanding of the nuances of different cloud models.

Cloud services are delivered via three main categories: software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS). SaaS is a compelling model for a large portion of the reseller community simply because their customer bases to be made up of SMBs, where SaaS platforms are an accessible way to move to the cloud.

SaaS applications commonly run through web browsers, which means the end customer's IT team do not need to download and install the application onto every computer. What's more, SaaS vendors

can manage technical issues directly on the web platform – so resellers can maintain and support their customers in a much more streamlined way.

For these reasons, SaaS is likely the best starting point for resellers that are weighing up the cloud opportunity – but PaaS and IaaS are also worth exploring.

PaaS and IaaS

Gartner recently forecast SaaS will grow to \$117.7 billion in 2021, yet application infrastructure services like PaaS are anticipated to grow by a higher margin at 26.6 per cent. The analyst firm said that the increased consumption of PaaS is driven by the need for remote workers to have access to high performing, content-rich and scalable infrastructure to perform their duties, which largely comes in the form of modernised and cloud-native applications.

PaaS, or platform as a service, is used by developer teams to create and run cloud applications. The cloud provider's infrastructure provides the operating system, the runtime system, database and web server that the developer team builds on. This means organisations can develop, deploy and maintain their own cloud applications without significant hardware or development investments.

Organisations can also use PaaS to migrate existing applications into the cloud, making their products more accessible to an increasingly cloud-first world. Resellers around the UK are using PaaS offerings – including AWS Lambda, Google App Engine and Oracle Cloud PaaS – to build their own offerings for their customers.

Prior to the pandemic, Forrester estimates that about 20 per cent of developers regularly used container and serverless functions to build new apps and modernise old ones. The analyst firm predicts that, by the end of 2021, this will rise to between 25 and 30 per cent.

IaaS, or infrastructure as a service, is the management of cloud infrastructure. Cloud computing service providers provide the foundations on which organisations can manage their own software. IaaS can be used to build offerings including test and



development, website hosting, storage and back up, web apps, and data analytics. This market is ramping up: throughout the course of 2021, Forrester predicts that the global public cloud infrastructure market will grow 35 per cent to \$120 billion.

Canalys estimates that, as of February 2021, AWS now commands 32 per cent of total cloud infrastructure spend, compared to 20 per cent for Microsoft Azure, 7 per cent for Google Cloud, and 6 per cent for Alibaba.

Working with resellers

This year, the majority of resellers offering cloud services will opt for SaaS solutions. Yet it's not all plain sailing, SaaS is a crowded market that calls for vendors and their resellers to build customer 'stickiness' into the product. The web-based delivery of SaaS products can strain customer retention, but resellers are experienced in developing add-ons that decrease customer churn and secure long-term revenue.

Bundled solutions, integrations, and managed services are three approaches resellers are using to differentiate themselves and provide customer experiences that help build customer loyalty.

Moving ahead

Understanding these market movements should help resellers get a clear view of the cloud opportunity. With many investments put on hold by businesses due to the pandemic, cloud is one area that is bucking the trend.

Businesses have been shown why cloud is such a powerful tool in helping employees get on with their jobs – no matter where they are. What's more, benefits like business continuity and cost efficiencies are increasingly making



business see moving to the cloud as a question or 'when', not 'if'.

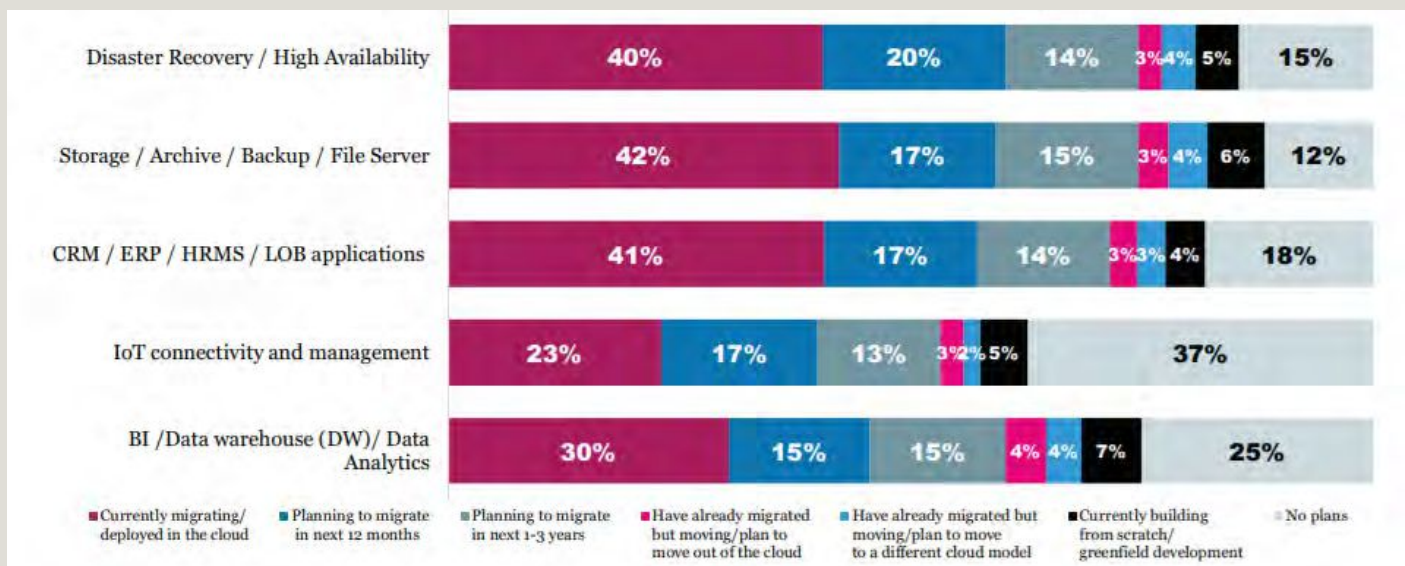
Sid Nag, research vice president at Gartner, who led the analyst's cloud forecast for 2021 gave a succinct explanation of why cloud offers such promise. He said, "As CIOs think more strategically about how to lay the foundations to support a return to growth, it is clear that the move to digital and associated services will play a big role for organisations in the future. Cloud adoption therefore becomes a significant means to stay ahead in a post-Covid world focused on agility and digital touchpoints."

To compete in 2021 and beyond, businesses simply cannot afford to go without the cloud. They must explore how to integrate or evolve their usage of cloud applications. Resellers can explore this with their customers to deliver the on-the-ground guidance that many UK businesses will need to navigate the

move to the cloud.

Kees Birkhoff, group offer leader for cloud at Capgemini, explained, "Organisations will take an increasingly considered and analytical approach towards cloud adoption in 2021 as they decide what technologies should and should not live in the cloud. This strategic approach is commonly known as cloud economics. It uses a fiscal model to record and monitor cloud usage and expenditure, and comprises of a sophisticated analysis of the cloud applications used. This is joined up with the transformation of infrastructure to optimise cost and efficiency."

This means organisations will increasingly track cloud usage through the fiscal year, so that adjustments can be made to ensure long-term productivity and efficiency. Resellers have the opportunity to help their customers make this process successful.



Applications and services that businesses are migrating to the cloud. Source: 2020 IDG Cloud Computing Survey



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COMPANY PROFILE

MyPhones provide cutting-edge, white-labelled, hosted telephony with an exceptional reputation for service and reliability.

Altos, the MyPhones flagship hosted telephony platform, is a cost effective and easy to on-board channel only product. It is designed, developed and supported by our own staff in the UK with partners benefitting from disruptive commercials allowing them to maximize margin at every opportunity, from day one.

As a channel only provider we understand 'our partners success is our success' and continually listen to the market to deliver what they need. We value feedback and pride ourselves in delivering outstanding service from your initial enquiry through to the supply, and support of your unique solution.

Overview of Products and Services

The Altos platform is rapidly gaining market share with a 20% year on year increase, over which time it has seen a plethora of changes and significant back end investment to sustain reliability during predicted growth and future development.

Altos offers partners the opportunity to break away from traditional 'me too' products and create their very own unique solution, with a simple pricing structure, many advanced features and enhanced reporting, straight out of the box. The slick portal design, with straightforward navigation and filterable reports, makes it easy for your customers to use, manage and administer their estates.

The unique selling points

Fully white-labelled with disruptive commercials, the Altos platform includes extensive reporting capabilities through Insights, with DDI level analysis, as standard. The pricing structure is simple. Lifetime and 30-day rolling subscription options give flexibility to create the packages you want to deliver to your customers and the reliability they deserve.

Partners can choose to operate under a SaaS model and use their own preferred handset and SIP trunking provider or they can access our inclusive call bundle, HaaS and choose one of our connectivity options or bring their own.

Whichever model they opt for, MyPhones partners can build their own product, hosted on a company neutral URL, with their own product name and branding.

The benefits to the Partner

With zero upfront or setup costs, MyPhones partners have the flexibility they need to deliver their own products, with marketing resources that can be branded to that product.

To make on-boarding even easier, we are offering 36-month interest free

financing on lifetime licences and offering new resellers the choice to delay their payments for three months, to give them an opportunity to sell several licences and bank the revenue before the first payments are due. This effectively means that repayments can be made from the sales profit and the partner goes cash positive as quickly as possible.

How a Partner can add the product/service to their portfolio

Onboarding MyPhones is simple

1. Choose your preferred purchase model.
Select from lifetime and subscription licences, with hardware and connectivity options, to suit your business model.
2. Send us your logos
Allow us to personalise our white label collateral and portal with your brand.
3. Schedule your free training

The MyPhones Academy certified training courses provide all the information your sales, provisioning and technical staff need to sell and support your product.

Invoicing is simple and straight forward with all the major features included in the licence price as standard, so you can deliver feature-rich, super reliable products, straight out of the box on terms that suit you and your customer.

Additional Information

With the introduction of our new bundled model, there has never been a better time to re-evaluate your supplier choice and make the change to MyPhones.

Still not sure? Really? As an added



incentive sign up as a reseller by the end of June 2021 and receive 100 Silver Lifetime License seats worth £6000.

PRODUCTS & SERVICES

- ▶ Call Management
- ▶ Call Recording
- ▶ Handsets
- ▶ Hosted Telephony
- ▶ Skype/365
- ▶ Mobility
- ▶ SaaS
- ▶ Unified Comms

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MyPhones reseller before
the end of June 2021 *

Worth £6000



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E: partnerservices@maintel.co.uk

🐦 @maintel

COMPANY PROFILE

Maintel provides cloud and managed communications services. We help our customers to transform their workplace, to deliver exceptional customer experiences, and to securely access their applications and their data. Maintel Partner Services enables partners, channels and resellers to build UCaaS, CCaaS and UPaaS cloud, and managed service propositions around Maintel's infrastructure, services and expertise. **We make sure you can deliver** – Maintel Partner Services gives you the capabilities, communications expertise and coverage to ensure you can always meet customer demand. Our leading cloud and managed services, and high volumes of skilled resources span the complete ICT spectrum, enabling you to plug skills gaps and become a truly one-stop-shop helping extending your portfolio reach.



Overview of products and services

Maintel provides managed cloud communications services for both the public and private sectors, helping deliver voice, unified communications, and contact centre services communication systems. Our people becoming trusted advisors for our customers, creating value by helping them improve their business through digital transformation. Through our three pillars of digital transformation we help them to make their people more effective and productive with **Digital Workplace** technology. We help them to acquire, develop and retain their own customers with **Customer Experience** technology. And we ensure they can always connect to their applications and their data through **Secure Connectivity**.

The unique selling points

As a Maintel Partner you will own more of your customer's estates, win and retain ICT business in line with your business

strategy for development and growth, enjoy lower costs by managing a single supplier, increase customer retention and satisfaction to lock out competition, and generate new revenue through managed services and transformation. With over 350 highly skilled engineers nationwide and a global partner network of thousands, we're able to respond to requirements quickly and seamlessly. We've proven experience in multiple technologies offering 'upper quartile' expertise and capability, as well as some of the best vendor relationships and highest accreditations in the industry.

The benefits to the Partner

Maintel helps your customers achieve real business transformation. Because we're vendor agnostic and deliver independent services and solutions, we can help you design bespoke offerings that aren't confined by technology partners. We're not limited by technology, so you're not either. Our

expertise across Gartner's magic quadrant means we can add value to all aspects of your deployments, leaving you able to say "yes" more often. By transforming through cloud, migrating and maintaining multi-vendor legacy technology, delivering managed services on your behalf and offering flexible deployment and finance models, we enable you to stay in control.

PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Cloud Services/Software
- ▶ Collaboration
- ▶ Hosted Telephony
- ▶ Mobility
- ▶ Professional Services
- ▶ Unified Comms
- ▶ VoIP

ONE PLATFORM FOR ALL YOUR CHANNEL NEEDS



Opportunities in convergence

Open new opportunities for revenue and growth within the ever-converging ICT partner Channel

Get ready for the Great Switch Off

Expand your product portfolio and future-proof your customers' businesses ahead of the 2025 PSTN Switch Off

Award-winning Hosted Voice solution

Migrate WLR and ISDN customers to an award-winning and feature-rich hosted voice platform



Power in Partnership

www.digitalwholesalesolutions.com

T: 0330 100 1233

E: sales@digitalwholesalesolutions.com

Twitter: @dws2019

COMPANY PROFILE

Digital Wholesale Solutions is the one place for all the Channel's digital infrastructure needs. Our platform makes it really simple for resellers to access and profitably sell a broad range of Telecoms, Cloud and IT products. We also offer our platform on a white label basis, enabling partners to transform their sales, operations and billing processes through automation.

Who we are

A True Partner

Digital Wholesale Solutions is a 100% Channel-only business, meaning we never compete with our partners for end-user business. Our sole focus is on helping our partners to win and grow in a competitive, fast-moving market because we believe there is Power in Partnership.

A Super Aggregator

We are a super aggregator - the one place partners can come to within the Channel for a breadth of digital infrastructure solutions.

We maintain the highest-level relationships and buying power with tier one telcos, IT vendors, hardware distributors, and manufacturers. We break down barriers and make it simple to do business in a complicated industry.

An Enabler

Supporting our partners is our number one priority, which is why we build product propositions that are focused on making our industry easier to navigate, helping end-users become more efficient and, ultimately, enabling our partners to thrive. We are a forward-thinking business, guiding the Channel through the changing landscape of Telecoms, Cloud and IT with our portfolio of converging solutions.

Our technology specialists are always on hand to lend a hand, working to help our partners sell, close deals and grow, all the while passing on our knowledge. And our operations teams back up our partners' services with deep expertise to ensure products are delivered and supported seamlessly.

The DWS Enable platform gives partners access to a valuable suite of resources to support them to upskill their teams and grow

their product portfolio. This year, we have already launched our Great Switch Off hub, the number one place for partners to visit for the latest updates, future-proof products and sales and marketing materials related to the PSTN and ISDN withdrawal. We are regularly sharing valuable new content on the hub to equip our partners with the tools they need to make digital transformation work for them.

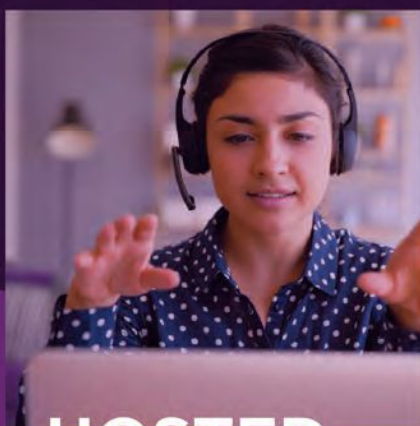
A Challenger

DWS is at the forefront of innovation, leveraging our scale and disrupting the market to make the Channel an even better industry to operate within. As a buying consortium representing over 6,000 partners - many of whom are smaller businesses who find it hard to make their voices heard - we have a responsibility to help shape the industry, making sure that all businesses are represented, no matter their size.

Prepare for the Great Switch Off



FTTP



**HOSTED
VOICE**



SOGEA

With close ties to the Channel's largest networks, vendors and suppliers, we are proud to represent our partners at the highest levels across our industry, challenging the status quo.

Our scale also makes us a resilient business, making us the perfect long-term partner.

The Human Touch

Providing partners with the best products, at the best prices, with the best support is only possible if we strive to be the best people to work with. We listen to our partners, holding regular forums and acting on their feedback to help shape our products and processes to enable our partners to be even more successful. And we are proud to have one of the highest NPS scores in the industry.

Our Products and Services

Connectivity

Our partners benefit from a host of products and suppliers in our connectivity portfolio, from traditional broadband to the latest Single Order solutions and the future of connectivity - FTTP and SD-WAN, not to mention a variety of Ethernet options for always-on connectivity. We hold relationships with the nation's leading suppliers, including BT Wholesale, CityFibre, TalkTalk Business and Virgin Media Business, enabling our partners to choose the product that is best for them and their customers.

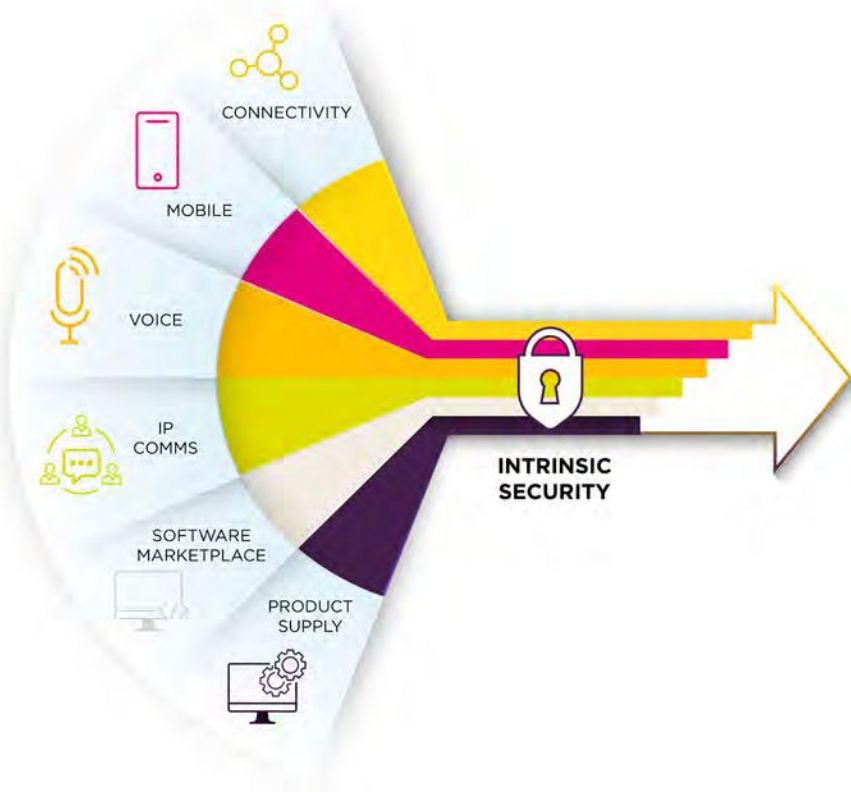
Voice and IP Communications

With the approaching 2025 deadline for the PSTN switch off, the voice landscape is rapidly evolving, moving away from traditional lines and calls to IP based hosted telephony. Our award-winning hosted voice platform, HV.Select, offers partners a simple, future-proof solution to help them migrate their customers to IP comms. A flexible and scalable solution that gives users bigger and better call bundles than any other supplier, HV.Select is a feature-rich platform that also provides hybrid SIP options and Teams Direct Routing add-ons making it the number one option for Channel partners and end-users.

Mobile

Our mobile solutions keep customers connected, from anywhere, at any time. We work with O2 and Vodafone to bring partners both wholesale and network-billed solutions, plus we offer connections onto EE with our dealer model, making it easier than ever to sell mobile solutions.

In 2020, we were named Vodafone's Business Reseller of the Year, and O2's Partner of Year, recognising our success and



achievements in the mobile arena.

Cloud Marketplace

Giacom's Cloud Market platform, the UK's largest independent cloud portal, is all about making life easier for Channel Resellers who look after the IT needs of the UK's SMEs. Cloud Market delivers leading SaaS solutions, including Microsoft 365 and Azure, security and backup solutions to over 70,000 end-user SMEs through our channel partners.

Software

As a platform business, we don't just sell IT, communications and cloud solutions. We also offer a portfolio of software to help partners run and grow their business and support

their customers more efficiently. Our software products and solutions are designed to empower partners to easily price Telecoms, Cloud and IT products and services, deliver quotes, e-sign contracts, produce accurate billing and more.

Product Supply

At DWS, we sell enterprise-grade hardware and devices to complement our services and solutions, enabling partners to add value to their business. Our e-commerce hardware subscription website, TechStore, launches in 2021, stocking over 150,000 products from market-leading vendors, all purchased in one place. With products from world-class manufacturers including Apple, Avaya, Microsoft and Samsung, to name a few, TechStore offers a complete procurement solution, making it easier than ever for Resellers to purchase hardware for their customers.

PRODUCTS & SERVICES

- ▶ Cloud Services/Software
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ Hosted Telephony
- ▶ IT
- ▶ Mobile
- ▶ Unified Comms
- ▶ VoIP

EMBRACE THE FULL FIBRE FUTURE

The UK's full fibre rollout and the 2025 PSTN switch off are the driving forces behind the most significant change to business connectivity in a generation.

Future-proof
SOGEA, FTTP,
Ethernet and
Hosted Voice
products

New FTTP
products
and pricing,
including 1Gb
services

Unlock new
revenue streams
and upgrade
existing
customers

Full product,
sales, and
marketing
support
available

Join our
exclusive Big
Switch off and
FTTP monthly
briefing



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Connectivity | Mobile | Voice | IP Communications
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T: 020 3740 6740

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COMPANY PROFILE

Headquartered in Munich, NFON AG is the only pan-European cloud PBX provider - counting more than 41,000 companies across 16 European countries as customers. NFON enables businesses to make considerable savings while streamlining their telecoms processes and delivers true added value through a phenomenal range of 160 high-end functions. NFON's service includes connectivity to and from the PSTN, using standard UK DID numbers and with access to the emergency services - all delivered via the cloud.

Its system offers easy rollout, increased control, free automatic updates for life, built-in business continuity, and a scalable pay-as-you-grow model to provide flexibility for businesses and organisations of all sizes and branches.

Overview of Products and Services

Cloudya, the cloud telephone system from NFON, is extended with a number of premium solutions, including:

Ncontactcenter: a complete, feature-rich solution for effective and transparent multichannel communication via your web browser. Offering maximum flexibility and future-proofing without the need for hardware and software installation.

Teams collaboration and can be boosted with **Nvoice for Microsoft Teams**. This includes powerful communication features in the familiar Teams environment that allow employees to easily connect to customers and colleagues and work together on joint projects - whether they are in the office, at home or on the move.

Additional premium solutions include: **Nhospitality** and **Neorecording**.

The unique selling points

Developed with quality of experience in mind, NFON delivers superb voice quality regardless of location or device and is failure resistant due to the use of fully redundant operated servers, delivering greater than 99.9% availability and guaranteed and certified for security.

NFON stands apart from its competitors because it offers the true embodiment of cloud technology. We are not like other provider who are governed by the vendor for their offering and bug fixing. Our change control is much faster. Also, because we are independent and own our technology we can react to market changes much more quickly and it enables our partners and customers to have a real voice in our product development - they can request features that get added to our roadmap.

The benefits to the Partner

In the UK, market cloud telephone penetration already amounts to 14 percent and it's expected to increase by around 20 percent this year. The key for resellers is ensuring they are working with the



best vendors who have the right product, processes and people. At NFON we pride ourselves on having an industry-leading partner programme, which is focused on encouraging and rewarding success. You can expect a partnership that is tailor-made for your company. Dedicated inbound and outbound marketing pre-sales and sales support, access to MDF, Face-to-face and online training (with professional certification), co-defined remuneration schemes, special pricing and best in class marketing support come as standard.

How a Partner can add the product/service to their portfolio

Getting started couldn't be simpler - the only investment required by the reseller is in personnel training. With good preparation and following the automated process, you can give customers a seamless migration with no downtime when they move from their old setup to their new cloud system. Just documenting the process

and following the installation guidelines correctly.

2021 is set to be a huge year in cloud telephony. The market conditions are perfectly aligning to expedite adoption - the shift to hybrid and smarter working has meant businesses are ramping up investment into their digital transformation programmes. The notion of having one supplier for both data and voice has never been more attractive.

PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Call Recording
- ▶ Cloud Services/Software
- ▶ Hosted Telephony
- ▶ IP Phones
- ▶ Unified Comms
- ▶ Video Conferencing
- ▶ VoIP

cloudya

Be in pole position and
part of a winning team.



When you partner with NFON you're always in the driving seat.

To get on board, contact Paul Sparks, New Business Manager.
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COMPANY PROFILE

Who are we?

Your solution, your brand, your customers, your way!

We are NTA, a wholly owned UK based company with UK development and a global presence. We are an award winning VoIP provider, creating and supplying exceptional services for you and your customers.

We understand the importance of staying under the radar, that's why we aim to be the hidden backbone of your HVNO service, creating a reliable foundation for your company.

Allowing you to focus on your customers, our Hosted Telephony Platform delivers one of the most feature-rich, margin-driven products you could have in your armoury today.

Our service is "all about you", your portal 100% white-labelled with your own sub-domain for logging into the portal. Your portal offers you and your customers complete control of their telephony and whenever you or they need to change the way things work, add a new customer, or, add a new extension, it can all be carried out at the click of a mouse, no waiting around.

Partner testimonials

"Support for any reseller will be the most important aspect when looking for a provider. NTA's support is at an exceptional standard, not just from the technical team, but the pre-

sales/support and the development team. As NTA offers a full billing platform, I receive fantastic help and support from the accounts team who are always able to assist."

"The HVNO concept is probably unique to NTA as they offer a true 'White Labelling' package

for resellers. A customer would not know or recognise that NTA host our network as our branding, domain and billing are all delivered as our own. This gives us a real competitive edge with our marketing as we are not seen to be selling someone else's product."

With so many hosted VoIP providers offering you their services, it's hard to choose which is the right one for you. If you are new, and looking for your first provider of hosted VoIP services you will undoubtedly look at a range of providers, not just us.

It's important to make sure you partner with the right product and the right team.

If you already have a provider and are looking to replace or add to your current portfolio, what we offer is designed to make it all about you.

There aren't as many providers as you may think. Many of these 'providers' are actually reselling someone else's product, that's what sets us apart from the rest. The difference with NTA is that we own the platform and the network. We are the carrier and the number range holder.

What sets us apart from all of the other hosted providers? We are not here to promote our name and our brand. Our objective is to make it all about you and promote your brand.

E50 Enterprise IP Handset





Any Device Anywhere



Afterall, your brand is your most valuable asset. Please ask your current provider, or any of the possible contenders you are looking at a few important questions.

Do they help you keep your name in front of your customer or are they actually promoting their brands to your customers?

Is the marketing material solely branded in your name to promote your Company?

Do they keep the lions share of the profit, after you do all the work?

Do they include a billing platform at no additional cost?

When you display the portal or network, is their brand and logo visible as well as yours or just yours?

Companies often approach us to look at our model to establish why our partners currently achieve up to 80% margin - A proven and validated revenue model, as quoted by our partners, subject to deployment and solutions sold.

The platform, owned and operated by us, comes with a huge array of features as standard. These features will greatly benefit your customers and add real value to their businesses. Your solution will have over 500 features as standard, some of which include Voicemail, Voicemail to Email, Call Queuing, Hunt Groups and IVR. Our advanced features and applications include Widget Wallboards, CRM

Integration, MSTEams, UC+, Audio and Video Conferencing, Cloud Analytics, and more.

We offer a wide range of peripheral products to help grow your business and expand your product portfolio enabling you to present the hardware as yours, only your brand is visible to your customer.

In addition to displaying your logo and domain on your portal, our vast range of brandable hardware including but not limited to handsets, headsets and switches, will ensure that your customers will see you as the supplier. This enables you to retain your customer base, as the only place they can find your products is where you have displayed them, your website, your price book, helping to maintain loyal customers. Next day delivery is available when placing an order, therefore, you can be assured that you and your customer will not be kept waiting.

We operate an extensive range of support across all areas. We are here to provide you with technical assistance, billing advice and marketing collateral, offering you the tools to support both existing and potential customers. Additionally, your network is fully resilient and is deployed across multiple secure data centres and monitored 24/7, 365.

Stay Connected! Mobility is key - use your own devices, your platform is agnostic.

MobeX is a mobile and desktop application that offers you the ability to make and receive calls on your mobile from anywhere in the world using your mobile as an office extension. The app has a user-friendly interface so you can easily make and receive phone calls, place calls on hold and transfer calls to another extension or external telephone number using a WiFi connection. The MobeX app is able to 'handover' to GSM when the WiFi signal is poor or not available. Both unbranded and White Labelled versions are available. Why not have your own branded app on the app store?

Call us today to set up a web session and let us show you how your solution would look in your brand. Sales 01708 320 000

PRODUCTS & SERVICES

- Billing
- Call & Contact Centres
- Call Management
- Call Recording
- End points
- Hosted Telephony
- Unified Comms
- Video Conferencing

calling.. the wild

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with the MobeX desktop
softphone.



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COMPANY PROFILE

Sangoma is a leading VoIP and Unified Communications solution provider, offering customers superior solutions, combining value pricing, enhanced features, quality, and support. We enable businesses, of all sizes, to communicate and connect better with customers through high-quality solutions with low total cost of ownership.

Sangoma is the primary developer and sponsor of Asterisk and FreePBX, the two largest open-source communications projects in the world; this innovation keeps Sangoma's commercial offerings at the cutting edge of VoIP security and reliability, as well as UC functionality.

Sangoma has over 2 million customers using its UC products and services in over 150 countries.

Overview of Products and Services

Sangoma offers a complete end-to-end VoIP and UC portfolio

Unified Communications

- Switchvox Business phone system, on-prem, cloud & virtual
- PBXact - customisable IP PBX

Endpoints

- The most advanced IP Phones, Deskphones, sidecars, headsets, DECT
- UC Client for desktop and mobile allowing you to take your extension with you

Gateways

- Connect different types of networks together with Vega VoIP gateways. Including ISDN replacement and analog phone conversion.
- IMG service provider range

VoIP Security

- Software-only and appliance-based SBCs to secure your voice network

Telephony cards

- Highly compatible and customisable cards support ALL key analogue and digital standards for Voice and Data.

The unique selling points

Unlike other vendors, Sangoma lets the customer choose their UC business phone system their way - deploy how they want; communicate how they want, pay how they want; meaning you target 100% of the market. Switchvox is very easy to manage and learn as it's the same software, same webUI for on-prem, virtual or cloud.

Switchvox is a fully-featured UC platform and includes built-in contact centre features designed to help businesses take care of customers, improve operations, and increase their bottom line. All features included free for every user.

Phones, headsets, SBCs, and gateways are all available from Sangoma - a true one stop vendor.

The benefits to the Partner

Sangoma's turnkey UC business phone



systems can scale from a few users up to large configurations for thousands.

A complete UC portfolio from a single vendor is a rare find in the communications industry. Many vendors rely on a collection of products, this presents potential issues with varying warranties, multiple points of contact, and complicated support structures. Sangoma has the same support team for its entire UC collection, helping resellers get problems solved quickly and keeping their customers happy. Our Reseller program has a robust portal with marketing and sales assets, quoting, as well as free training from beginner to expert.

How a Partner can add the product/service to their portfolio

Sangoma is a channel champion, we don't sell direct and make it very easy to become a Sangoma Partner - simply fill in a form at sangoma.com/partners; then you can

start benefitting from some of the best margin, special offers, sales and marketing tools, perks and benefits in the industry. We provide an exclusive partner portal with co-brandable collateral in all major European languages; a tool to personalise and send pre-built-in campaigns, quickly create quotes, easily look at invoices and so much more. All partner training is self-paced and free on-line.

PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Cloud Services/Software
- ▶ Headsets
- ▶ Hosted Telephony
- ▶ IP Phones
- ▶ PBX
- ▶ Unified Comms
- ▶ VoIP



The Complete UC Solution
Deploy, Communicate, Pay **Your** Way

Sangoma Technologies, the world's best kept secret, provides innovative, industry-leading Unified Communications & remote working products.

Unlike other vendors, Sangoma uses the same software for cloud, on-premise & virtual deployment. So, you can communicate & collaborate where & how you want, at the office or remotely – all with a single app for multi-channel communication across different devices. Additionally we provide contact centre capabilities & full UC features, like mobile & desktop clients, built-in queue priority, presence & status, **for every user at no extra cost.**



Everything You Need from a Single Vendor

Sangoma offers everything you need for a complete UC solution – the most advanced IP phones & headsets, SBCs to secure your voice network, Vega VoIP gateways as well as telephony cards & video conferencing with Sangoma Meet.



www.sangoma.com

UK & Europe HQ

01344 269220 | europe@sangoma.com



www.wavenetwholesale.com

T: 0333 234 9911

E: wholesale@wavenetuk.com

Twitter: @WavenetUK

COMPANY PROFILE

Wavenet Wholesale has grown through the last two decades to become a respected, multi-award-winning provider of telecoms, IT and technology solutions to thousands of businesses and enterprises across the UK.

Wavenet Wholesale provide partners with all their digital infrastructure needs. Partners of all shapes and sizes benefit from access to Wavenet's extensive product portfolio, a dedicated Account Manager, Sales and Marketing support and the highest levels of customer services and support. Our flexible approach places our partners' competitive advantage as our primary focus, making Wavenet Wholesale the number one choice for channel.

Overview of Products and Services

Wavenet Wholesale is a respected, award-winning provider of telecoms and technology with over 20 years' experience working with businesses across the UK to deliver high-quality, reliable voice and phone systems.

Wavenet Wholesale is leading the way in Telecoms aggregation. Partners can procure multiple services via our real-time portal. Through our relationships with key vendors, network providers and solution architects we ensure our partners have the latest technology at their fingertips.

Our hero product TeamsLink strengthens our channel's UC and Microsoft Teams offering, providing partners with an industry-leading solution, with a plethora of features and functionality not available from Microsoft directly.

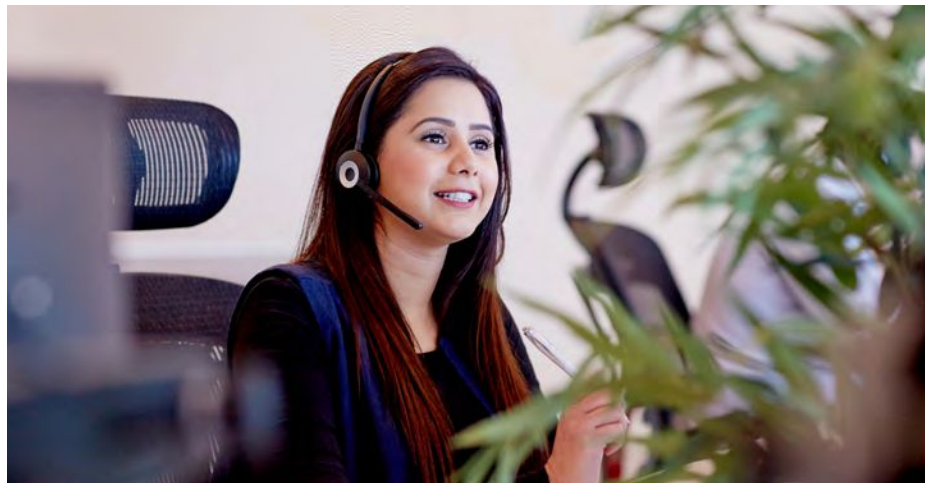
The unique selling points

We are committed to investing in partners, supporting our channels' strategies and business priorities. Every Wholesale partner will benefit from:

- Access to Wavenet's extensive product portfolio
- Flexible partner models including Dealers, Resellers and Distributors
- Accreditation that encourages and rewards growth
- Serious margin with a commitment to pass on any reduction directly to you and your customers
- Purpose-built partner portal that puts information at your fingertips
- Dedicated Account Management with the highest levels of customer service and support
- Access to the Wholesale Hub equipping your sales and marketing with go-to-market resources
- Specialist support and training

The benefits to the Partner

Wavenet Wholesale wants to see partners' businesses grow and are committed to



helping the channel enhance existing portfolios, provide industry-leading products and services to customers, and increase revenue.

Product experts, Account Managers and wider team continually collaborate and proactively engaging with partners, nurturing, supporting and equipping partners with resources and knowledge that supports their strategies and business priorities.

Available at partners' fingertips is a plethora of easy-to-digest materials to support sales and communications, as well as our real-time portal providing choice and all information needed to advise customers.

Our flexible approach places our partners' competitive advantage as our primary focus.

How a Partner can add the product/service to their portfolio

Becoming a Wavenet Wholesale Partner is simple. With a choice of flexible partner models to meet partners' needs, partners will be guided and supported by a dedicated Account Manager every step of the way. We will ensure your experts are trained and equipped with the resources required to succeed.

Our self-service portal offers real-time unrivalled access to leading solutions in Connectivity, UC, Hosted Voice and Security

along with pricing, placing orders, monitoring and accessing support tickets, promoting Partner independence.

Our flexible approach places our partners' competitive advantage as our primary focus, making Wavenet Wholesale the number one choice for the channel.

Additional Information

Most importantly, we listen to our channel. We are proactive and continue to develop to meet the ever-changing landscape that is UC. We continue to invest in our infrastructure and integration with new technologies, to ensure partners have the latest technology at their fingertips and will continue to be competitive in the coming years, futureproofing theirs and their customers' businesses.

PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Call Recording
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ Hosted Telephony
- ▶ SD-WAN
- ▶ Unified Comms
- ▶ Video Conferencing



One service provider
for all your digital
infrastructure needs

TeamsLink

Microsoft Teams
direct routing, done right.

Wavenet Wholesale Partners benefit from our extensive product portfolio, including TeamsLink - our hero product; the most advanced, feature-rich and award-winning Microsoft Teams direct routing platform on the market.

Wavenet Wholesale Partners have supported their customers with the tremendous growth in demand for remote working solutions and continue to digitally transform their customers' businesses with TeamsLink.

- ✓ Visual routing manager
- ✓ Advanced call routes
- ✓ Skill-based routing
- ✓ Group voicemails
- ✓ Mask CLI
- ✓ Ring groups and call queues
- ✓ MiFID II and PCI compliant call recording
- ✓ International DDIs in over 90 countries
- ✓ Unlimited inclusive UK minutes
- ✓ Advanced disaster recovery



Partner with Wavenet Wholesale Today

wavenetwholesale.com

wholesale@wavenetuk.com

0333 234 9911

Network & Connectivity



Unified Communications



Security & Compliance



IT & Technology



Navigating the new normal

One year since the outbreak of Covid-19, we look at the opportunities and challenges channel businesses are grappling with and what lies ahead

After a turbulent year for so many industries, it is clear that dealers, resellers and VARs have played a crucial role during the pandemic in everything from helping UK businesses adapt to a new and unplanned remote working set-up, to responding to the health emergency through projects including the design and build of the Nightingale Hospitals.

Many businesses are rightly treading with caution: predictions for the year ahead are a challenge amidst the uncertainty of the last twelve months. The outlook is mixed, with promising steps in the rollout of vaccines and our understanding of the virus shadowed by news of new, more infectious mutations and bleak estimates for the timeline of our return to something closer to 'normal' life.

Despite this, there seems to be hope on the horizon. IT market intelligence company CONTEXT predicts that 2021 will come close to being the first ever €100bn revenue year for the Channel in Europe, after full-year sales in 2020 stood at €83.3bn at a growth of 7.2 per cent. The company's research found that small and medium resellers (SMRs) continued to dominate the Channel with a market share that was little changed from 2019.

Evaluating strategies

In our ever-changing world, priorities are shifting for businesses. It's arguably never been more important for channel partners to evaluate their strategies, focusing on how to truly make a difference and remain relevant, whilst understanding the key issues that customers really care about.

With the matter of climate change and the drive to achieve a net zero economy putting pressure on all sectors to assess their carbon footprint, companies are moving sustainability higher and higher up the list when it comes to key factors of choosing suppliers. Research from Telia Carrier found that more than a third of all respondents (38 per cent) confirmed that they now only shortlist suppliers who show a strong commitment to sustainability, and 95 per cent said they would be happy to pay

more for a more sustainable supplier.

Similarly, Panasonic's 'From Renew to Reuse' sustainability white paper revealed that businesses are struggling to implement sustainable strategies despite a 'clear desire' to do more. Just over half (54 per cent) of respondents said they do not regularly repurpose devices for a secondary use in their business and more than a quarter (26 per cent) admitted their organisation simply disposed of devices. Beyond regular maintenance, around half said they were trying to be more proactive to prolong the life of their devices during operation by sending information or providing training about how to look after them.

The desire for an easier route to more sustainable practices in business technology could open up doors for resellers who will undoubtedly see an increasing need to take these factors into account when considering what they can offer to stand out from other channel businesses. Over half of the respondents surveyed by Panasonic said that their chief concern was security at the end of life due to wiping clean all device data, and 45 per cent said they would regularly repurpose devices if they could be easily reconfigured by end users.

In addition to this, the return to

office looks to be a slow trickle and the future workplace will likely have changed permanently, with a recent survey from Gartner revealing that 90 per cent of HR leaders plan to allow employees to continue working remotely at least some of the time after the vaccine has been widely administered.

Aiding productivity

Opportunities around productivity are rife for resellers, with market reports from the last year showing an increased need for companies to enhance staff efficiency and productivity whilst working from home. Research from Brother UK shows that eight in ten (84 per cent) of companies have increased efforts to boost productivity since March 2020, with more than half saying it is now vital to deliver cost savings (59 per cent) and higher profits (54 per cent) for their business.

The same report showed that IT budgets are set to rise by an average of 13 per cent in the next year, with modern hardware such as printers and tablets, collaboration software such as project management tools and video conferencing, and cloud-based technologies topping IT decision makers' lists for technology expected to deliver the



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greatest productivity gains. Respondents said that legacy working practices such as excessive meetings and poor infrastructure are the biggest barriers faced by businesses.

In addition, a poll from Citrix in late 2020 revealed that two thirds of IT decision makers believe staff efficiency has been restricted by the limitations of their IT systems. Clearly there is room for innovation here. Resellers have a real chance to present the game-changing solutions these businesses need. 42 per cent of the HR leaders surveyed, and 59 per cent of IT leaders, said they believed their organisation will never see an increase in productivity without investment in better IT systems and adapting organisational culture.

Connectivity offerings

The roll out of 5G will undoubtedly shake things up too: whilst 43 per cent of channel businesses surveyed by us in 2019 said that they did not see a potential for 5G to open any doors for them, opinions look to be changing rapidly as we head into 2021. Research from Cradlepoint's 2020 State of the Wireless WAN report revealed that more than two-thirds of UK companies felt either confident or very confident that 5G will deliver business benefits within the next year. Four out of five (81 per cent) believe 5G will deliver increased WAN speeds and two-thirds (66 per cent) thought it'd provide improved reliability.

Pandemic-hastened business transformation and the required agility that comes with it, as well as a growing number of connected devices, were cited in the report as the top reasons businesses are turning to Wireless WAN solutions with over three quarters (84 per cent) planning to use LTE to provide WAN or internet connectivity.

What's more, there are signs that corporate WANs are failing to deliver on the priorities of businesses, according to a whitepaper by Telia Carrier. Resellers can guide their customers through the options, paying attention to business priorities. The research found that 55 per cent of respondents cited security as the biggest issue, 43 per cent service flexibility, 36 per cent supplier performance and 35 per cent network congestion. When deciding on a local network partner or ISP to connect to their preferred cloud service providers, enterprises' top three priorities were bandwidth (40 per cent), service flexibility (36 per cent) and customer support (29 per cent).



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Protecting businesses

Another opportunity that should not be overlooked by resellers in the coming years is that of cybersecurity. Businesses are increasingly requiring robust solutions to counteract rapidly evolving cybersecurity threats which evidently won't be slowing down any time soon.

Alongside our shift to remote working, cybercriminals are continuing to take advantage of the vulnerability that comes with employees working from home and ransomware attacks are on the rise. Resellers should be thinking about how they can incorporate cybersecurity packages into their offerings and ensuring that the issue is taken seriously by businesses who may be reluctant to spend the extra money on these services.

Cisco's Future of Secure Remote Work report found that while only 24 per cent of UK organisations experienced an increase of 25 per cent or more in cyber threats or alerts since the pandemic, the UK also recorded the largest proportion of organisations in the region that did not know whether there had been an increase or decrease (27 per cent), suggesting that companies may not be investing the time and money into the matter that they perhaps should be - this number was significantly higher than the global average (8 per cent) and regional average (17 per cent).

Secure access was named as the top cybersecurity challenge faced (57 per cent)

while other concerns included data privacy (41 per cent) and maintaining control and enforcement policies (39 per cent). The UK was the only country in the region that had a larger proportion of organisations that found it a challenge to protect office devices (46 per cent) than personal devices (39 per cent).

Across Europe, 54 per cent of organisations reported that the lack of employee awareness and education was the top challenge faced in reinforcing cybersecurity protocols for remote working, followed by having too many tools and solutions to manage (43 per cent) while 22 per cent reported struggling with the deployment of inconsistent interfaces. Resellers would do well to think about how they could work with vendors to ensure increased understanding of cybersecurity procedures and solutions for businesses and their employees.

Elsewhere, technologies on the rise such as AI and IoT will be further fueled by the opportunities brought by 5G, bringing new innovation to a range of sectors from communications to healthcare. In uncertain times we can't always be sure of what's on the horizon, but we can be sure of the opportunities currently available. Channel partners should grasp these opportunities in a way that benefits their customers and end users at a time when wellbeing and customer needs have come more into focus than ever.



www.2circles.com
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E: PEAM@2circles.com

COMPANY PROFILE

Complete business communications, simply delivered, remarkably supported. 2 Circles is a channel-only, award-winning telecommunications specialist with one of the most progressive and thriving Partner communities in the telecoms industry:

- We are a fiercely channel-only business. No direct sales force for you to compete with, we are only successful if you are
- We give free leads to our Channel Partners
- Market-leading provisioning and order management portal, packed with marketing materials and sales supporting information
- Operating for 22 years with a turnover of £24 million
- Knowledgeable and loyal workforce to support you and your customers, we have achieved a 99.5% customer retention rate for the last 12 years

The unique selling points

Your commission is your asset. Three of our Partners exited last year for a combined £3million.

Free mentorship and business consultancy provided by 2 Circles Board Members, on top of dedicated office and field-based Channel support.

Full self-service quoting and ordering portal with AssureSign E-signature documents.

We really look after your customers; every 2 Circles customer gets their own dedicated Account Manager who is responsible for supporting every aspect of their account. Our retention rate and Trustpilot reviews show how good we are at keeping your valuable customers safe, billing and growing.

FREE LEADS from our thriving Affinity Partnerships giving us direct and unique routes to market.



The benefits to the Partner

The 2 Circles Partner Programme enables you to grow an asset that pays a repeat monthly income and with a guaranteed future buyout value from day 1. Our 100% Channel dedication means no competing with a direct sales force.

Our market-leading Partner portal is built around the needs of our Partners. Our Enable portal allows you to quote, process and manage your hard-earned orders. Full monthly reporting on your customers.

We will work with you to make sure you are armed with all the latest tools and information to navigate the changing business landscape.

We are a safe and robust pair of hands, maintaining growth even through the Global Pandemic.

How a Partner can add the product/service to their portfolio

Our agreement sets up a facility to trade with us and we will only be successful if you are.

Getting started with 2 Circles couldn't be easier, the whole process will be managed by your Dedicated Channel Manager and office-based Account Manager, who will train you on all products and services and walk you through your first orders to ensure that everything goes smoothly for you and your customers. You will have access to a wealth of marketing and sales supporting assets.

We are always at the forefront of delivering the newest technology, speak to us about our unbeatable Microsoft Teams offering.

Additional information

We equip you with wholesale rates and

straightforward commission schemes where all profits are shared. We are there to support you and we build long lasting relationships based on trust and transparency.

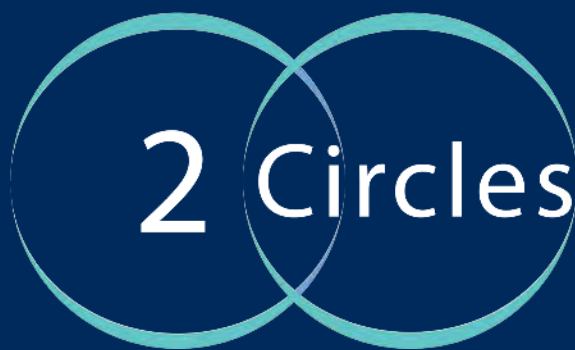
We offer the best products at the best prices, often being one of the very first to market with the newest products and services.

If you would like to find out more about the 2 Circles Partner Programme and how it could help your business, please do not hesitate to contact us.

PRODUCTS & SERVICES

- ▶ Dealers, resellers and VARs
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ Hosted Telephony
- ▶ Leased Lines
- ▶ M2M/IoT
- ▶ Mobile
- ▶ Unified Comms





In times of great uncertainty, you need a safe pair of hands

- 👍 Proudly channel-only for over 20 years, we are only successful if you are
- 👍 Best-in-class products, supported by our industry-leading customer service
- 👍 Free leads to our Business Partners
- 👍 Your commission is your asset and we guarantee you an exit value
- 👍 Maximise the opportunity of The Great British Switch-off (WLR withdrawal)

Contact us via partners@2circles.com to find out more



Excellent



★ Trustpilot

Call
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Visit
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Simply Delivered
Remarkably Supported



COMMUNICATIONS AS INDIVIDUAL AS YOU ARE. It's in our DNA.

www.abzorb.co.uk

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E: partners@abzorb.co.uk

@bzorb

COMPANY PROFILE

Abzorb simplifies unified communications by delivering end to end solutions to partners through a single portal. Simplifying the ordering and fulfilment process, automating day to day tasks and alerts in real time and delivering flexibility across the mobile networks without penalties. We provide you with the autonomy to offer bespoke unified communications solutions to your customers, your way.

With a heritage of 23 years, leading industry and technical expertise you can trust Abzorb to deliver seamless solutions to accelerate digital transformation, improving communications and business processes.

A better way to offer hosted voice

One Predictable Low Price
All Features
Across All Devices

Zone
DO BUSINESS BETTER
SMART HOSTED VOICE

Overview of products and services

We provide mobile, data connectivity and hosted voice solutions. All of these can be managed from a single portal, which can be accessed whenever and wherever you may be, using any device.

We represent the UK's largest mobile network providers and offer a fully tailored solution and flexibility across multiple providers, all invoiced on a single bill. Our MVNO (B2B), abZ, allows you to become a MVNO without all of the high initial set-up CAPEX and development costs.

We work with the largest data connectivity providers and offer the most cost effective and appropriate solution for you and your customer. Our Data Zone services includes Broadband (DSL, Gfast and FTTC), FTTN, Ethernet Leased Lines and MPLS connectivity.

Our wholesale Hosted Zone voice solution provides seamless connectivity whether you are in the office, on your mobile, at home or travelling in between. We use a seat model which means that there are no hidden licence costs for additional features.

The unique selling points

We offer flexible mobile contracts across the three major networks, enabling you to switch over with no penalties.

Our single portal simplifies all your mobile and unified communication requirements in a single place allowing you to order, provision and support your customers, giving you freedom to manage your customer relationships your way.

The benefits to the reseller

At Abzorb we believe in providing autonomy to resellers assisting them to simplify communications and the way they conduct business. Offering them the freedom to create and control spend, providing one bill and all services through a single portal.

We provide access to the latest technology, skills and experience. Flexible contracts across the three major mobile networks and the ability to select which one provides the best coverage without a penalty if you move between them.

How a Partner can add the product/service to their portfolio

Our objective is to simplify how resellers do business with their customers by providing them with the tools and solutions to facilitate and accelerate opportunities.

Our single portal eradicates the complexities of selling mobile and unified communications. Enabling resellers to order, conduct the fulfilment process and automate administrative

tasks plus receive alerts in real time. Resellers can deliver services their way and also have the added benefit of white labelling the service to the customer.

Additional information

In this ever-changing world, resellers need to be agile and flexible, reacting to the changes in the market conditions such as disparate remote workforces. Partnering with Abzorb you can be assured that you will have the benefit of leading technical expertise and experience in the mobile and UC space. Plus, the knowledge that we want to simplify solutions and the way you do business with your customers while at the same time having access to the latest technologies in the industry.

PRODUCTS & SERVICES

- ▶ Dealers, resellers and VARs
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ Handsets
- ▶ Hosted Telephony
- ▶ Mobile
- ▶ Mobility
- ▶ MVNO's



COMMUNICATIONS AS INDIVIDUAL AS YOU ARE. **It's in our DNA.**

Simplifying Business Communications

abZ MVNO

Become a MVNO (B2B) without all of the high initial set-up CAPEX and development costs, using the UK's largest 4G network

Mobile

Freedom to move anytime between Vodafone, O2, EE and MVNO, without penalty

Hosted Voice

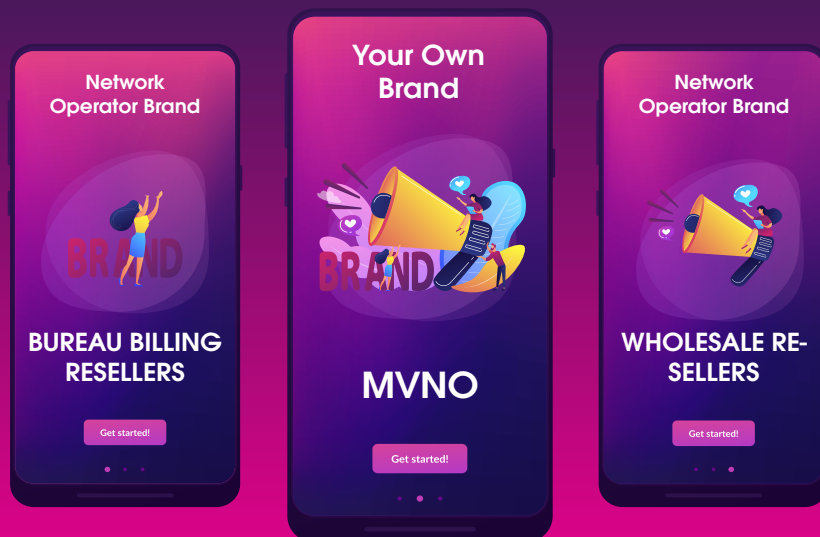
Our Hosted Zone solution comprises a seat model, giving you ONE predictable low price, NO hidden charges, ALL features, across ALL devices

Real time customer care portal

If you partner with us, all of your telecom requirements will be provisioned, ordered, supported and managed using one portal

Service

Support, consultation and advice from staff with decades of experience



We provide you with the autonomy to offer bespoke telecommunication solutions to your customers, your way.

Contact our team for more information:

01484 405 302 partners@abzorb.co.uk www.abzorb.co.uk

Market changes disrupt distributors

Distributors across the UK have had their businesses disrupted by the pandemic, and few analysts have the confidence to predict what lies ahead. Comms Business spoke to the experts to find out what's happening on the ground

It will hardly come as a shock that the biggest game-changer for distributors, and the channel, within the last year has been the shift toward remote working. Many will suggest that working life has changed forever. Whilst flexible working was slowly becoming more common over the last decade, Covid-19 has accelerated it at a rate that no one could have predicted.

Robbie Hutton, non-executive director at Trust Distribution, told Comms Business that the sudden switch in March last year resulted in many SMB and enterprise businesses deploying whatever they could get their hands on at short notice.

"This has led to many businesses evaluating how they present themselves to their customers, as panic buying forced them to purchase products that delivered poor voice quality," he explained. "Due to low specification headsets as well as low quality cameras, poor network connectivity and associated hardware, this has forced many customers to seek out alternative suppliers. It's not a surprise therefore many businesses are now back in the market looking to purchase solutions from a qualified supplier that gives their customers a much-improved remote online experience."

Hutton added that it's also important to take into account the need for co-browsing solutions rather than just voice, video or chat individually – something he describes as a "massive interest" for businesses and something many of Trust Distribution's partners have taken advantage of.

"Businesses that have invested in co-browsing solutions, offering customers remote one-to-one advice and support that equals that face-to-face meeting will certainly come through the Covid-19 storm much stronger than those that have relied on traditional remote customer interaction," he said.

The long-term

Ed House, sales and commercial director at Nuvias UC, expects to see a split workforce in future with many realising there is no real need to return to an office environment. "For those that do return to the office, we're expecting to see an uptake of Cloud Video Interop (CVI) licenses," he said, adding



that businesses will be looking for ways to continue to use Microsoft Teams easily from their meeting rooms after becoming accustomed to using it during their remote set-up.

"For those with existing hardware, CVI licenses are a great way to enable a native connection to MS Teams, so they can continue to maximise on their investment while enjoying the same Teams interface that they're used to on their soft clients."

Subscription models have also been an emerging trend, House pointed out: whether it's software-as-a-service offered by video conferencing vendors, allowing businesses to opt for a license plan based on their business size, or device-as-a-service allowing flexible payment plans on compatible hardware. House said, "Not only is cloud paving the way forward [in terms of] the way end-users pay UC services, the master agent model – which results in a cloud subscription model once a sale has closed – also streamlines the sales process for channel partners.

"When working with a vendor via master agency, the reseller just refers their end-user opportunities to the vendor to close the sale directly, the reseller will be rewarded with a commission for the lifetime of the deal. This is especially advantageous to smaller businesses who don't have the internal resource to focus on one vendor specifically."

Hardware opportunities

Unsurprisingly, Nuvias UC said it saw heavy demand for solutions such as headsets, cameras and speakerphones. House said the

company invested heavily in its team and made sure to on-board all relevant vendors to be able to cover all avenues and customer requirements. "As government measures ease and people build a return-to-work plan, I think our services will be required to assist with device interoperability and consolidation, so business will remain steady," he said.

As lockdowns are extended and remote working looks to be staying put, House reported that more businesses are turning away from built-in laptop cameras and microphones and searching for more permanent enhancement devices – however, these products are typically seen as 'low margin makers' to channel partners, he explained. "Bundling remote working solutions is a good way to tick boxes for both parties involved," said House, adding that bundle 'multi-buy' discount offers when purchasing more than two remote working devices can provide opportunity to make up for lost margin.

Hutton noted that huge growth has also been seen in the sales of networking cloud management solutions, allowing engineers to remotely manage devices such as PoE Switches, WiFi Access Points and CCTV. This can reduce engineering time and associated costs as well as adding greater flexibility to customer service, he confirmed.

He added, "There is no doubt remote customer interaction is here for the long term and is something channel partners should be seriously considering adding to their portfolio."

NUVIAS

UNIFIED COMMUNICATIONS

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Twitter: @NuviasUC

COMPANY PROFILE

Nuvias Unified Communications is a leading, high-value, specialist Unified Communications technology enabler, which was acquired to become part of the Nuvias Group in 2016. Headquartered in the UK, Nuvias UC was founded in 2009 (then SIPHON Networks) and has since become well-established in the UK and Benelux, while continuously growing across Europe.

In 2020, Nuvias UC launched its cloud division, Konekt. Built to help drive its partners forward in diversifying and adapting to future generation technologies and business models.

Both Nuvias UC and Konekt take an innovative approach to distribution, making it easy for resellers and partners to deliver a UC solution.

Overview of products and services

Nuvias UC provides business technology and services to enable strong communication. The technology includes:

- Cloud UC Telephony Solutions
- Multiservice Gateways
- UC Security
- IP Desk Phones
- Headsets
- Video Conferencing Hardware
- Conference Phones
- Mobility Solutions

As well as the below through Konkett, the cloud services division:

- Cloud Backup
- Cloud Data Storage
- Cloud Video Conferencing
- Cloud Unified Communications

All of which are from well-known vendors: Acronis, Audiocodes, BlueJeans, Cisco, Dropbox Business, EPOS, Lifesize, Panasonic, Pexip, Poly, Yealink, Zoom

Nuvias UC then offer a suite of professional services and automation services to support with procurement, configuration, deployment, management, and adoption of the above technology.

The unique selling points

- Complete specialists in the UC space
- Recognised as Cloud Video Interop experts

for Zoom, Microsoft Teams, RingCentral and 8x8 platforms.

- Well established with over a decade of experience
- Awarded 'Comms Distributor of the year' in the 2020 Comms Business Awards
- Heritage as a systems integrator - have the infrastructure and ecosystem knowledge
- Over 40% of staff are in technical engineering roles - extremely high level of expertise and accreditations
- Constant innovation with an inhouse development team
- True value-add with a suite of 'MadeEasy' services
- Ranked within the Deloitte's UK Technology Fast 50 and EMEA Technology Fast 500 for 3 consecutive years
- Large European footprint through Nuvias Group

The benefits to the reseller

Before the hardware or software reaches the end-user via resellers and service providers, Nuvias UC pairs the solution with their own in-house services, expertise and eco-system compatible devices, which enable their partners and the end customers to fully maximise the market opportunity.

Nuvias UC have a range of 'MadeEasy' added-value services, designed specifically

to support channel partners in growing their business and to drive a full end-to-end solution. These services include:

- Flexible finance (Device-as-a-Service or GoMonthly)
- API and automation
- Professional services
- Technical support
- Fully brandable multi-tiered webstore (Hub)
- CPE Device provisioning and management tool (Dovetail)
- Marketing support
- Lifetime warranty (select devices only)
- Renewals Support

How a Partner can add the product/service to their portfolio

Adding any of Nuvias UC or Konekt's solutions to a reseller's portfolio is easy. The team at Nuvias UC have the expertise, tools and experience for resellers to leverage, so Nuvias become an extension of your team.

The first step in doing this is to get in touch on 01635 225000 / sales@siphonnetworks.com where you will be assigned a dedicated Account Manager who will walk you through the process and begin your journey to success.

Additional information

Nuvias UC's mission is to help partners achieve their goals and grow their business, whilst continuing to evolve the channel.

Their success is based around the key philosophy of 'Innovate, Enable, Support' which is Nuvias UC's focus when offering services, solutions, and an expert team for both channel partners and vendors to lean on.



PRODUCTS & SERVICES

- ▶ Collaboration
- ▶ End points
- ▶ Hosted Telephony
- ▶ IP Phones
- ▶ Peripherals
- ▶ Professional Services
- ▶ Unified Comms
- ▶ Video Conferencing



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@team_trust

COMPANY PROFILE

Trust Distribution Ltd was established in 2005, we are focused on selling through channel partners and never direct to end users. Trust is proud of our long-standing customer relationships, supplying and supporting these partners in the Telecommunications, Data, and Networking sector.

In 2016 Trust decided to increase our offering within the channel and expanded our portfolio by launching truSIP, supplying SIP trunks and Cloud PBX solutions.

Trust have more recently acquired SOS Communications, specialists for over 25 years in upcycling and repairing telecoms equipment, meaning both companies now have increased flexibility and access to an even broader portfolio of products.

Overview Product & Services

Trust Distribution offer a comprehensive range of products and services from global brands such as Mitel, NEC, NETGEAR, Ruckus, Ascom, BT, Panasonic and Konftel. Our Premise or Cloud based solutions are suitable for the smallest of businesses to large enterprises customers, offering them Contact Centre, Wallboards, Home Working Solutions, Voice & Data Networks, CCTV as well as Web Management solutions.

SOS Communications although a distributor for market leading telecommunications solutions, can also offer a wide selection of A grade upcycled hardware from a number of current and legacy manufacturers.

truSIP sells through a channel only, a range of Cloud services including SIP trunks and a choice of Cloud PBX from leading vendors Mitel and Altos.

Unique Selling Points

At Trust Distribution we pride ourselves on the outstanding customer service we offer. Supporting our channel partners with quotes for simple or complex solutions, end user demonstrations, product training, cloud billing services, direct to site deliveries, pre-staging and so much more.

Whether you are dealing with Trust Distribution, SOS Communications or truSIP, the Trust Group understands the need to respond to our channel partners in a professional and timely manner, being flexible, understanding and good to do business with are all key to the high standards we set ourselves.

Our team at truSIP believe in choice, and that one size doesn't fit all. We offer a choice of packages on SIP and a blend of Hosted products that span across markets and sectors.

Benefits to the reseller

The Trust Group are committed to offering products, solutions and excellent service exclusively to the trade. We can quickly set up product training for sales teams and arrange engineering courses for technical and support



staff where required. We offer next day delivery on orders processed up to 5:30pm on over 6000 products and can offer dealer branded delivery notes for all your customer deliveries.

Trust Distribution have also partnered with two of the UK's most innovative leasing companies, so our partners can take advantage of the exclusive rates and acceptance levels negotiated by Trust Distribution on their behalf.

With truSIP, channel partners can access different products to suit the diversity of their customer base whilst benefitting from a single supplier. This when taken alongside the Trust premise-based systems, completes a complimentary line up to suit all types of customers.

How the reseller can add the product/service to their portfolio

Simply get in touch, whichever of our three companies you contact we will all strive to keep processes as quick and easy as possible. Product training and support are readily available in most areas of the business.

Keeping things simple and easy ensures new channel partners can open an account within 24 hours giving them instant access to the Trust Distribution and SOS Communications portfolio.

Also, the onboarding process with truSIP couldn't be simpler - we don't believe in making

it hard to do business, once onboard you have access to the whole product set.

Additional Information

Repairs and Upcycling: For 25 years, SOS Communications has been repairing and upcycling a variety of telecoms equipment, we offer repairs on most major manufacturers of phones, cards and systems. Simply tell us what items you'd like repaired; we'll be in touch with complete details.

SIP Trunks & Hosted solutions: Alongside the feature rich solution from truSIP, SOS Communications also have their Premier-Cloud hosted solution. This is a fully hosted and managed VoIP telephony system that enables our partners to offer greater communication flexibility, with free SIP trunks that will significantly reduce costs, with no compromise on reliability.

PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Call Recording
- ▶ Distributors
- ▶ Hosted Telephony
- ▶ IP Phones
- ▶ Network Services
- ▶ PBX
- ▶ VoIP

Trust Group

100% Channel Focused Communications Distributor



Offering an extensive product portfolio including:

VoIP PBX's

Hosted PBX

SIP Trunks

SIP Phones

Video & Audio Conferencing

Headsets

PoE Switches

Routers

WiFi Access Points

Repair Services

Refurbished Equipment

CCTV

Voice & Data Installation
And much more



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COMPANY PROFILE

Nuvola Distribution is a global distributor of Unified Communications, Data Networking, Cloud, Wireless, and Audio-Visual products. Nuvola's strength lies in our ability to deliver an integrated portfolio from leading vendors of hardware and software technologies that are supported by our Professional Services Division: this includes consultancy, installation, engineering, and after-sales support for our stable of world-renowned ICT vendors that are 8x8, Adaptive Networks, Alcatel-Lucent Enterprise, AVer, Braxtel Communications, Fanvil, Garland Technology, i3-Technologies, Ingate, JPL Telecoms, LiveAction, Mitel, NICE, NICE inContact, NFON, RingCentral, Sangoma Technologies and Vurella. Nuvola also delivers these technologies with additional services that includes training, sales, and marketing for all our reseller partners to help them create a comprehensive and synergistic solution for their clients.

Overview Product & Services

Nuvola Distribution is unlike other distributors; we started as a services organisation, offering engineering expertise and excellence to both vendors and resellers. We have evolved to a Technology and Services Distributor built on five divisions, Unified Communications, Intelligent Networks, Cloud Solutions (TaaS - Technology as a Service), Audio/Visual Solutions, and Professional Services. Each division has a symbiotic relationship, complementing and overlapping to provide complete hardware and software solutions underpinned by engineering and technical expertise unrivalled in the marketplace. Our technologies are broad and complementary, from traditional on-premise and cloud telephony to data switches and network-as-a-service, from SD-WAN to network diagnostics and packet capture, delivering a complete and total services solution for the channel.

Unique Selling Points

With Nuvola, unlike other distributors, we have a grounding in engineering and technical expertise. With this service to call upon, you can deliver a white-labeled solution presenting the face of your business alongside a value-added service. Our white-labeling service consists of consultation, engineering, technical advice, and installation, which would otherwise be costly and challenging to deliver. Our Professional Services are provided across both our vendor and reseller partners alike. Additionally, we support our vendor and reseller partners with a technical support desk that is fully available with 24/7 support. All these elements combined are built on our consultative approach to provide an extension of engineering and technical expertise to our reseller and vendor partners.

Benefits to the reseller

Partnering with Nuvola is a straight-forward and easy process; we don't create barriers between your business and the vendor. We encourage a three-way relationship where we

support you with our expertise and experience. We enable you to reach the full potential of your relationship with our vendor partner. We support our reseller partners with the engineering and consultative expertise we have gained from our vendor partners. We share our technical knowledge and marketing, and sales skills to further our reseller's partner organisations. We create synergistic and mutually beneficial relations between all parties and ensure cooperation and collaboration are at the heart of what we do.

How the reseller can add the product/service to their portfolio

It's easy to become a partner with Nuvola! We work with you, our prospective reseller partner, ensuring that your needs are prioritised and that solutions added to your portfolio are as easy to implement as can be, and that the utmost consideration is given to your requirements. In the partnering process, we use an exploratory approach to understand

and develop a plan for a long-term partnering that complements your existing portfolio that also considers your strategic goals. We work with you to determine a training proposal, certification plan (if required). We engage with you and the vendor to develop a tri-partner approach to support your business's longevity and sustainability with sales, marketing, engineering, and technical support that you require, when you need it, and how you need it. In the end, your success is our success!



PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Call Recording
- ▶ Collaboration
- ▶ Hosted Telephony
- ▶ SD-WAN
- ▶ Unified Comms
- ▶ Video conferencing
- ▶ Professional Services

Creating Smarter Offices with WiFi Enabled Endpoints

Portable WiFi Endpoints



Choice of Access Points to Create a Powerful Enterprise Grade network solution

High Performance Wi-Fi Access Points

with an easy-to-manage network



From high-speed access points to portable Wi-Fi phones, you can offer your small to medium business customers the benefits of a VoWi-Fi environment that previously was only available to enterprises.

Contact BNS Distribution today to discuss your requirements with our experts.

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COMPANY PROFILE

BNS Distribution Ltd are the UK's primary Value Added Distributor for Grandstream Networks products. Founded in 2007 BNS provides a proven level of expertise and experience to ensure our partners receive the service and support they need. We constantly evaluate our products, prices and configuration services. The BNS vision is to service the ITSPs and Reseller community to a higher level than previously available from less focussed distribution channels, and our experience and service levels enables us to work closely with our partners to ensure they get the right product at the right price.

At BNS Distribution Ltd we provide products and design expertise that as-sists our partners to deliver solutions with state-of-the-art features that will maximize their network's customization ability, using products optimized to work seamlessly together. The products delivered by BNS Distribution in the last 12 months have exploded in the areas of remote working, cloud solu-tions, WiFi and Unified Communications. Our relationships with our partners has strengthened and online training and telephone support has increased.

Turning Communication into Collaboration

With entire companies now working from home, the way that they communi-cate has completely changed, as have the tools they need. Businesses need desktop and mobile tools to support remote workers, video has be-come a requirement and headsets were more in-demand than desktop phones. Communication technology that does not support secure and flexi-ble remote usage has been pushed to the side. Businesses around the world are recognizing that not only is remote work effective but it provides financial, productivity and operational benefits.

Headsets, webcams and conferencing software are is the new focus for IT departments, individuals, and businesses alike as due to the global pan-demic businesses are adopting new working



practices that are here to stay as companies recognize the growing benefits that remote working offers. Video conferencing has become a stable for collaboration in the modern workplace, allowing for versatility in the way we work together.

USB Webcam - Ideal for Remote Workers: Our Webcam enables high-quality audio and video collaboration through laptops, computers and more. The GUV series of webcams' support Full HD real-time video through a 2 megapixel CMOS image sensor and include 2 built-in omni-directional microphones with 1+meter voice pickup for clear communications.

USB Headsets - With Noise Canceling Microphone: Ideal for remote workers and busy environments, these HD USB Headsets offer high-quality sound and feature a noise cancellation microphone that minimizes back-ground noise to provide crisp HD audio. The adjustable headbands and soft ear cushions provide all day comfort, while audio is easily adjusted using the in-line controls. GUV series headsets are compatible with any device that offers a USB connection,

including laptops and Grandstream IP phones.

These collaboration solutions support all major third-party communication platforms, apps and softphones as well as Grandstream's IPVideoTalk Meetings and Wave app, and are ideal for remote workers, call centers, re-cptionists and sales teams.

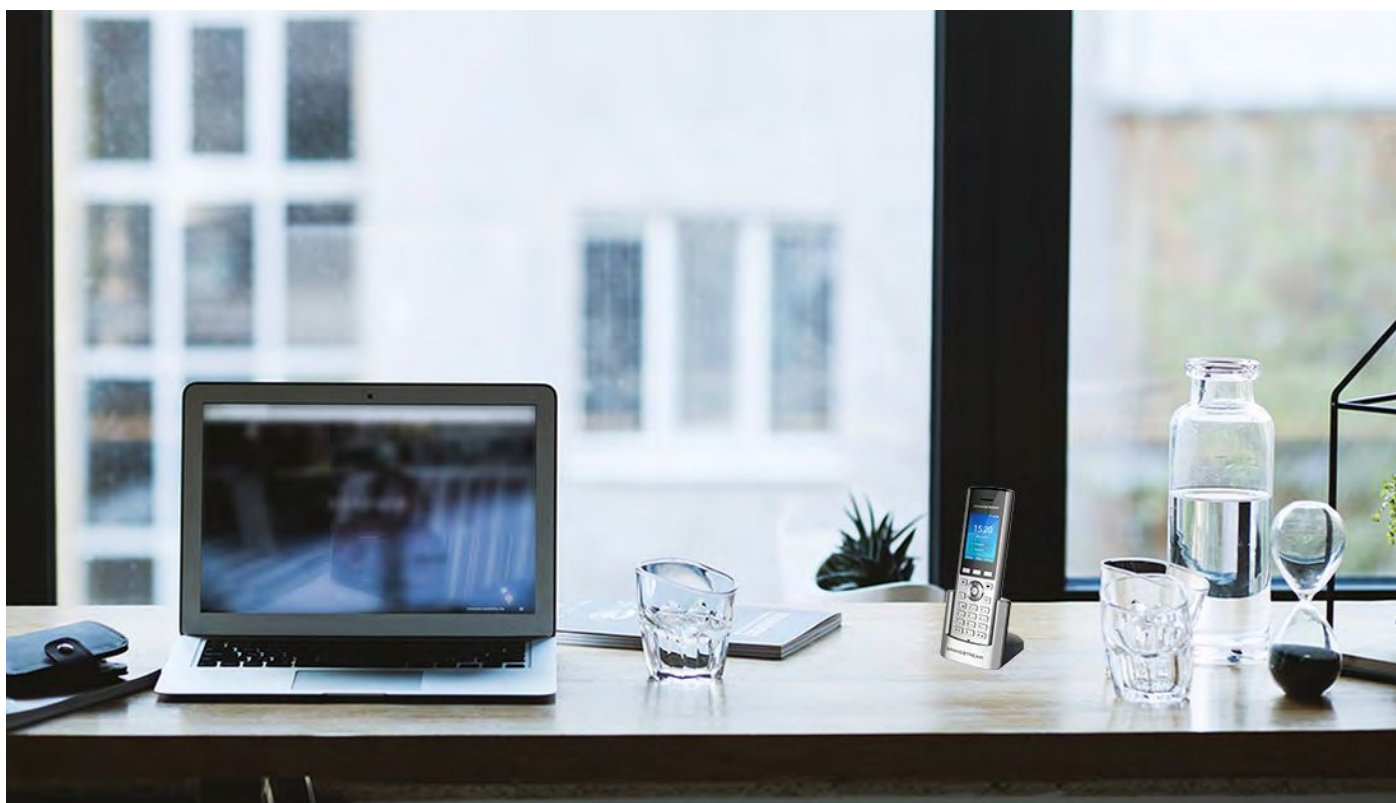
Innovative Video Conferencing: IPVideoTalk Meetings can be attended on nearly any mobile device or computer and we are able to offer plans for all types of organizations, including a completely free plan. Grandstream engineered the GVC3210 to give users a pocket-friendly alternative, that's still packed with powerful features to make your video conferencing space collaborative and productive. The Grandstream video conferencing solution transforms any business conferencing experience into an easy-to-use, col-laborative virtual meeting.

The technology we provide to connect people is selected to enhance the way they operate together providing high performance solutions and creat-ing a technology infrastructure that makes the business more efficient, pro-ductive, and collaborative.

Mobile, Flexible, and Efficient

Wi-Fi-capable VoIP endpoints fit the emerging mobility and collaboration trend within global





workplaces. Businesses around the world are evolving towards flexible, hybrid working environments, and their unified communications solutions need to follow suit. Our WiFi voice and video solutions empower a user to stay on-the-move while keeping their communications productive and powerful.

Whether you call it WiFi voice, Voice-over-WiFi, VoWiFi, VoIP-over-WiFi, Voice-over-WLAN or VoWLAN, this technology is here to stay and is poised to become a main UC deployment option for businesses all over the world. Grandstream's WiFi voice and video portfolio enables you to build a robust UC solution over any wireless network. Build, configure, manage, and optimize a solution with ease to help your client's business succeed.

Grandstream is one of the only companies in the world that offers everything you need to build powerful WiFi voice and video networks - including WiFi Access

Points, cordless, desktop, video and audio conferencing IP phones, WiFi video conferencing devices, a free mobile app and IP PBXs to anchor your network.

Powerful Access Points: The GWN series offers both indoor and outdoor long range Access Points. They are powerful WiFi Access Points with tremendous WiFi coverage range, fast and easy provisioning/ management, outstanding network throughput and support for a large number of clients per AP. They are ideal for WiFi voice & video networks as they include numerous features that prioritize traffic and ensure seamless roaming.

Flexible End Points: The choice has never been so good. For conferencing the GVC3210 and GVC3202 support WiFi and the GXV series of IP Video Phones are ideal for those looking for a desktop video calling solution. They offer full access to Android for access to the web and popular Android apps.

For the desktop the GXP1760W offers a

powerful yet easy-to-use desktop IP phone that can connect to WiFi voice networks and the The 6-line GAC2500 Audio Conference Phone has a built-in conference bridge and allows users to make and receive conference calls through WiFi and runs Android to offer web and app access.

The Grandstream Cordless WiFi IP Phones support WiFi voice, enabling workers to be mobile and roam around any WiFi facility, plus Grandstream's free Wave Softphone App allows mobile devices to make and receive SIP calls through WiFi networks, turning any mobile device into a SIP voice and video phone.

Grandstream's products are all designed to be fully interoperable with IP-PBXs, traditional PBXs, soft switches, SIP-based platforms and open-source based telephony platforms. We are able to deliver an entire communications solution in one powerful and easy to manage deployment. We deliver the tools an organization needs to be successful.

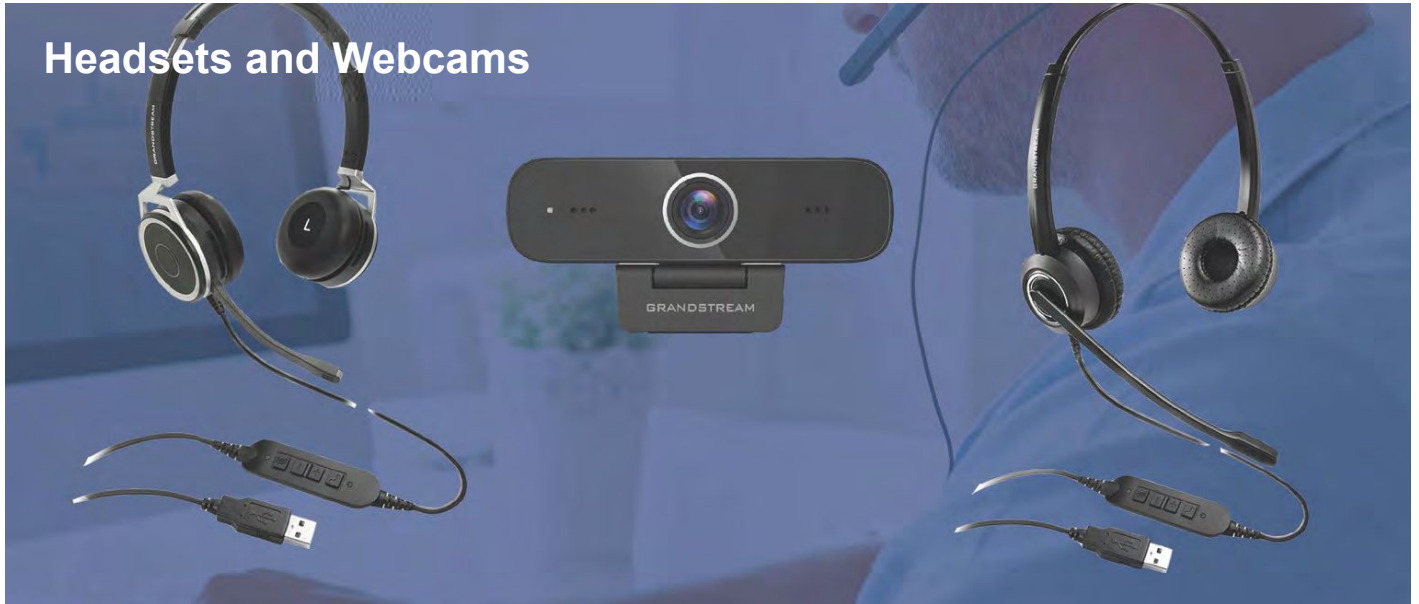


PRODUCTS & SERVICES

- ▶ Call Recording
- ▶ Cloud Services / Software
- ▶ Distributors
- ▶ End points
- ▶ Equipment (Hardware)
- ▶ Handsets
- ▶ Headsets
- ▶ IP Phones

Conferencing and Personnel Collaboration for Remote Workers

Headsets and Webcams



*Easy-to-setup, easy-to-use with Full HD video and audio for
web meetings, video conferencing and more*

Video Conferencing Endpoint



Ideal for remote workers and busy environments, these HD USB Headsets pair with laptops, computers, IP phones and other devices to offer high-quality sound, and the easy-to-setup, easy-to-use USB webcam provides Full HD video and audio quality for web meetings, video conferences.

Contact BNS Distribution today to discuss your requirements with our experts.

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IoT is here and now

The IoT landscape is growing steadily across the UK, with a wealth of new opportunities for channel businesses to harness and take full advantage of the latest technologies

Vodafone's latest IoT Spotlight Report, which coincided with the company's milestone of 100 million IoT connections worldwide in 2020, found that 84 per cent of businesses felt that IoT had ensured business continuity for them during the pandemic, helping them to maintain a connection with their customers, suppliers and employees. What's more, 95 per cent of respondents reported a positive return on investment, with IoT improving operational efficiency, enhancing core business strategies and creating new connected products and services.

A key metric that often comes up when analysing how companies have seen an impact on their business due to IoT is productivity, with new technologies credited in boosting efficiency and employee work rates across varying sectors. Safety and security were cited by 47 per cent of businesses in Microsoft's IoT Signals 2020 report as a main focus for the technology, while 45 per cent adopted it for quality assurance and 31 per cent found IoT was significant in leveraging sustainability.

The potential for IoT across sectors from automotive to healthcare is strong, though some are evidently embracing the technology quicker than others: data from IoT Analytics suggested that manufacturing and industrial was the top industry for IoT applications, with 22 per cent of more than 1000 public enterprise IoT projects analysed

falling into this category, while buildings and agriculture only made up 3-4 per cent. Transportation came in at a close second place – unsurprising, perhaps, on the path toward a future where autonomous vehicles look set to be commonplace and vehicle-to-vehicle communication is sought after for easier and safer road travel.

Of course, it's not all smooth sailing. Microsoft's recent research found that almost all companies involved in IoT had experienced failure of a project at its proof-of-concept (PoC) stage, and among those companies almost a third of projects fail at PoC. The number one issue cited was that of scaling cost, with a third of businesses saying this was the source of a project's collapse. Furthermore, research from Cisco Systems found that more than 75 per cent of IoT deployments fail.

Building awareness

Unfamiliarity could be a great hindrance on the road to wide IoT adoption, with 'sluggish technology adoption' cited as an issue in research from BT and YouGov. In that paper, 50 per cent of businesses surveyed weren't familiar with half of 14 technologies highlighted. 40 per cent of those business leaders, including CIOs, were only familiar with half, while 40 per cent who had adopted new technologies said they were worried they had not been implemented successfully.

Security concerns can also be a factor, with 97 per cent of companies surveyed by Microsoft in 2020 claiming to have security concerns when implementing IoT. Almost half said ensuring data privacy was 'top of mind', while 38 per cent were concerned with tracking and managing devices.

The pandemic has created both obstacles and rewards in IoT and whilst it's undeniably been a huge challenge, with around 73 per cent of IoT adopters surveyed by Vodafone in 2020 saying that they have had to delay projects, we're seeing clear silver linings where IoT could be extremely beneficial not only in adapting to our new way of life, but in ensuring a steady recovery after the damage inflicted on many businesses. In the same report, 81 per cent of adopters said they were prioritising IoT higher than ever before as a result of Covid-19, and 84 per cent felt that IoT had ensured business continuity throughout the crisis.

This is undoubtedly due in part to the unexpected shift toward remote working: now more than ever, it's vital that companies have the right technology in place to ensure employees can do their jobs well from afar.

Better business decisions

Alongside adapting to the new normal, a report from Gartner last July detailed how the use of IoT and digital twins can reduce costs across industries after the financial hit of the pandemic, improving situational awareness for companies and allowing for better business decisions. Examples given included reducing costs in railway transportation, with the use of digital twins on high value rolling stock assets to improve fuel efficiency, and in healthcare where digital-twin-based analytics of medical records can be used to monitor patients.

One thing's for certain: IoT is here to stay. What's more, the arrival of 5G will rapidly accelerate possibilities. There will be applications we can't yet imagine. Resellers that embrace connected devices and put in the time to familiarise themselves with new IoT technologies, will surely reap fruitful rewards.





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COMPANY PROFILE

Providing exceptional services and support to the channel for 13 years, Comms365 equips partners with all the tools required to offer the very latest IoT, M2M and Internet / WAN based services. An award winning white-label portal, flexible commercials and a true understanding of the market ensures that you are in the best position to win new business. Our latest development, IoT-CaaS (IoT - Connectivity as a service) offers a one stop shop for everything related to IoT connectivity.

Our partners have found that our global unsteered multi-network SIMs and next generation OTA controlled SIM offerings have opened up opportunities for business growth in new markets across the world. IoT-CaaS brings together for the first time, a connectivity portfolio that is designed to deliver on the IoT promise. From NB-IoT and LTE-M, 4G and 5G to LoRaWAN and Sigfox, Comms365 has the know-how and the technology to help you win.

Overview of products and services

Our products and services have matured and our partner management platform is one of the most advanced available today. Constantly evolving, Comms365 offers partners a range of turnkey and bespoke fixed, wireless and LPWAN solutions delivered from our own resilient network, and unlike many providers, our range of NB-IoT and LPWAN solutions have **no minimum** commitment levels.

The range of services are designed to:

- Protect your customers businesses with automatic **unlimited 4G and 5G failover** with QoS and Fixed IP.
- Enable billing to start from day 1 with a **4G / 5G pre-Ethernet** offering.
- Boost performance of existing Internet connectivity and provide resilience with **bonded 4G / 5G** technology.
- Deliver Emergency communications for immediate **Internet connectivity**.
- Benefit from **DDOS** as standard on our SIMs.
- Deliver **Actionable Data** using LPWAN / M2M / IoT through our IoT Platform.
- Provide access to global networks with **Multi-Network Unsteered SIMs** to connect across the globe.

The unique selling points

We know our Partners have individual needs and requirements and we are well placed to support them to build new revenue streams.

Direct Interconnects with the carriers:

Enables us to offer enhanced services where there may be unique challenges that need to be overcome.

Next generation SIM solutions: Helping put our partners in control with portal based SIM control.

Experience: We've been selling and supporting channel IoT and M2M solutions since 2008

Management Platforms: Our platforms help partners manage large estates and the multi-hierarchy structure allows self-service to be offered to end customers reducing



administration overhead.

Hardware: Full range of Industrial 4G and 5G Supported Routers

Unique Bonding Solutions that have been deployed across the world - real life use cases

The benefits to the Partner

Partner Programme includes:

- CommsPortal access - for managing the entire life-cycle of your SIM and connectivity estate, from provisioning, through to control, alerting, analytics and support.
- UK based Technical support 24/7/365
- Flexible contract lengths and commercially attractive rates to suit all requirements
- Comprehensive product training
- Access to new technologies and project-based consultancy
- Support with marketing collateral, at events and during exhibitions

How a Partner can add the product/service to their portfolio

Comms365's Partner programme has been designed to enable Resellers, Systems Integrators, ISVs, Carriers and technology driven businesses to incorporate advanced

Bonded Internet, M2M, IoT and 4G/5G Mobile Data Internet Access services into their product portfolios.

Resellers and partners have a number of options for adding services, including a straight resell of our service portfolio, wholesale options, or as Managed Services. We help partners to integrate our services seamlessly into their product portfolios.

CommsPortal enables you to manage your full estate of 4G, Bonded and IoT/M2M Solutions in one place from Day 1. You can personalise your CommsPortal dashboard to suit your requirements and branding and we have standard APIs that enable easy integration into existing systems.

PRODUCTS & SERVICES

- ▶ Aggregators
- ▶ Dealers, resellers and VARs
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ ISPs
- ▶ M2M/ IoT
- ▶ Network Services
- ▶ Wireless

Powerful and resilient foundations

Networks are at the root of almost every technology that touches the Channel, we look at the deployment of newer networking generations and what opportunities this presents



The transition to new network generations never happens overnight, and right now we are living through the move from 4G to 5G, the shift from FTTC to FTTP, and the onset of the era of software-defined networks. At the same time, the Channel is preparing for the upcoming copper switch off which will close the lid on ISDN and push every business onto voice over IP, or VoIP (also called IP telephony).

Channel companies that trade on networks have plenty of decisions to make in terms of who they have by their side during these journeys. New players go hand in hand with the move to network generations, with new possibilities for existing applications and innovative use-cases that we can't yet imagine.

Full fibre

FTTP, or full fibre services, are being rolled out across the UK. Openreach committed to building a new digital infrastructure for four and a half million premises by the end

of March 2021, and there are challenger brands putting fibre in the ground in places that would not otherwise be reached by Openreach's network.

Two years back, Boris Johnson's government said it aimed to deliver a "gigabit-capable broadband" nationwide by 2025. At the time industry stakeholders, whilst welcoming the ambition, warned the target could only be achieved with urgent policy reform to address barriers that are delaying roll-out.

Then, in November 2020, the government stated in the National Infrastructure Strategy that it is now looking to deliver a "minimum of 85 per cent" gigabit-capable coverage by 2025. This reduced target acknowledged the reality of those roll-out barriers, including access to properties to install infrastructure, poor connections to new-builds and labour shortages.

Yet this transition still provides fertile ground for channel companies to flourish. Extensive national coverage is on the

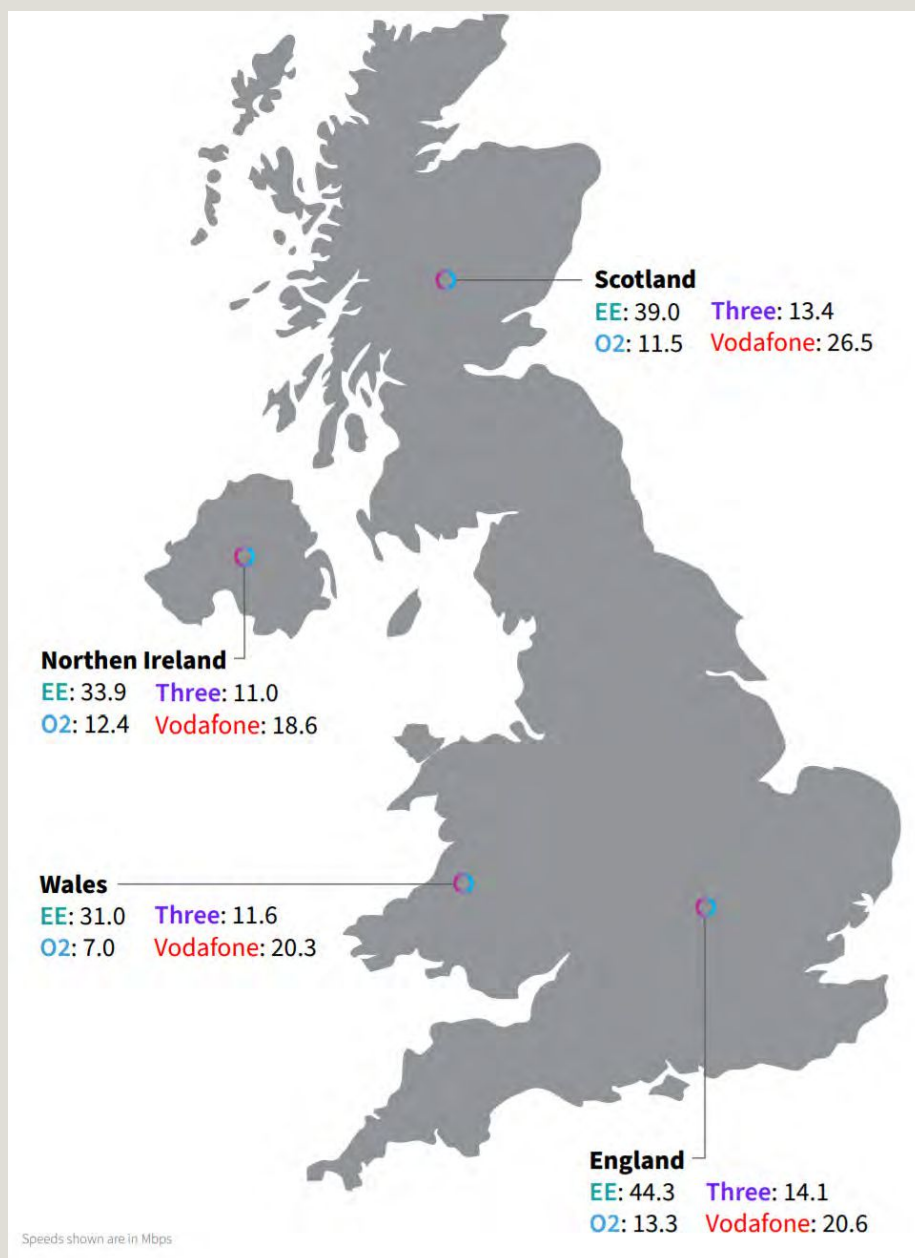
horizon, and this will mean businesses can have connectivity wherever they are based and they will need end-to-end connectivity solutions – whether FFTP or an alternative such as SoGEA – to access these networks.

Businesses will be looking for choice and flexibility and, given that there isn't one access solution for all, partners can step in to provide guidance to their customers.

5G

5G networks are being rapidly rolled out, with telecoms engineers designated as key workers during the lockdowns to ensure work could be completed. The growing networks present a huge opportunity for businesses and the Channel. 5G means faster speeds, lower latency, more reliability, massive network capacity, and increased availability.

To put that faster speed into context, 4G can theoretically reach 100 megabits per second (Mbps)... but 5G hits 10 gigabits per second (Gbps). That is a hundred times faster... at least at the



theoretical maximum speed.

The Channel could leverage that speed to enhance video conferencing, connectivity applications, and numerous real-time applications including IoT.

RootMetrics 2020 UK Mobile Performance in Review report examined the progress that has been made in the UK. The paper stated, “5G is fast and it’s getting even faster and more widespread in major cities across the UK. While transformative use cases like driverless cars and remote surgery are likely several years away from becoming the new normal, the good news is that we’re seeing strong results on 5G that should only improve over time.”

The independent mobile analytics firm found that, while 5G availability remains relatively limited for most operators in UK

cities, all four networks (EE, O2, Three, and Vodafone) demonstrated fast speeds that “could provide a game-changing experience for end users”.

The report added, “As 5G continues to expand, the fast speeds, improved latency, and greater capacity of 5G will serve as the backbone of our connected communities and spur exciting new use cases that will have a transformative effect on the end-user mobile experience.”

All nations in the UK are already benefiting from 5G service, with the map in Figure 1 (above) showing each operator’s aggregate median download speed across each of the four UK nations. This balances performance from dense urban areas, smaller villages, rural spaces, and roadways to show a complete view of the mobile experience at the UK-nation level.

Software-defined

Resellers across the UK have found that there is appetite for managed SD-WAN services, with businesses using these networks to improve user experience, manage the performance of applications and provide application prioritisation. Yet one thing that the Channel should keep an eye on is the potential for a SD-WAN protocol standard to be adopted across the industry.

Industry association MEF, and its 200 member companies, has introduced the MEF 3.0 global services framework to define, deliver, and certify services across a global ecosystem of automated networks. MEF 3.0 services are designed to provide an on-demand, cloud-centric experience with user- and application-directed control over network resources and service capabilities.

In March 2020, the association announced Comcast Business, PCCW Global, Spectrum Enterprise, and Telia Company as the first service providers certified for MEF 3.0 SD-WAN services. Then, in October 2020, MEF welcomed Microsoft as one of its newest recruits, with the company committing to collaborating on expanding these SD-WAN and SASE standards.

Microsoft will support the development of MEF 3.0, a universal SD-WAN Edge standard that aims to create interoperability between SD-WAN equipment from different vendors. The standard encourages the use of a universal SD-WAN Edge to be deployed by cloud and service providers.

In addition, Microsoft Azure will contribute to MEF’s SASE Service and Attributes, which aims to standardise services by combining network connectivity, security functions, and subscriber policies.

This could change how channel companies compete as software-defined networks come to the fore.

Into the unknown

Network operators and services will be disrupted by these technology leaps, and channel partners can help their customers navigate the seemingly endless opportunities so that real problems are solved by these advances.

The potential applications for these unrivalled speeds, connectivity density and broad coverage are varied – and many are yet unknown. Connectivity is the lifeblood of our increasingly digital worlds and there is a lot left to play for.



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COMPANY PROFILE

Trusted by leading UK organisations for 20 years, hSo provides fully managed cloud, network and IT security solutions from assessment, deployment, migration support and monitoring to disaster recovery. We take pride in establishing close relationships with our partners and offer an alternative to resellers tired of working with large, inflexible connectivity suppliers. Beyond market-leading connectivity solutions, our cloud migration and managed IT security services can be at your disposal to support your customers' cloud transformation projects - to private or public clouds.

Overview of products and services

Cloud

- Assessment, design and build of cloud architectures including virtual Data Centres, hybrid and multicloud
- Migration to AWS, Azure, hosted VMware, Microsoft O365
- Cloud Backup and Disaster Recovery solutions
- Co-location, private cloud hosting
- Full management of your Cloud resources including AWS, Azure, hosted VMware, Microsoft O365

Network

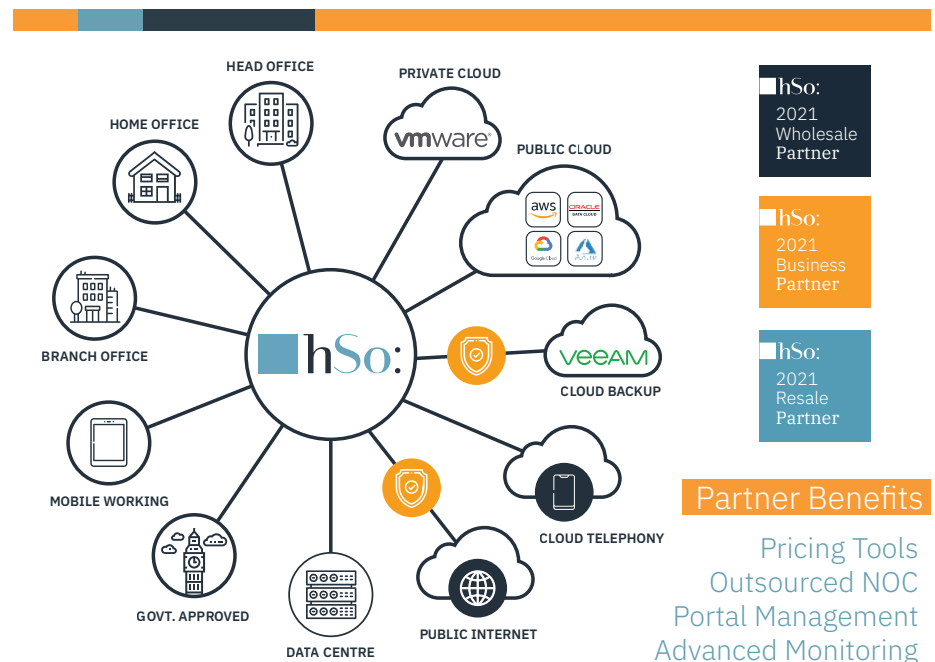
- Cloud Direct - Direct connections to AWS and Azure
- Wide Area Networks (WANs)
- SD-WAN
- Data Centre Co-location, IP Transit,
- Backhaul
- Cloud PBX / Unified Comms
- SIP Trunking
- Business Broadband
- Leased Lines

IT Security

- Advanced Network Monitoring
- Outsourced NOC
- Unified Threat Management
- Firewall
- SSL VPNs
- DDoS Protection
- Business Continuity
- Remote Access

The benefits to the Partner

Partnering with hSo gives you full access to our comprehensive solutions portfolio and consultancy as well as marketing tools and support to help you. We are small enough to give you and your clients the personal service you deserve, but large enough to deliver. Our London based Network Operations Centre, technical teams and channel managers are flexible, responsive and transparent - the building blocks of our successful partnership. hSo is keen to talk to potential partners about the benefits of partnering with hSo, an attractive alternative to the bigger ISPs.



With hSo you get product simplicity, ease of access to services via intuitive portals, and competitive prices.

How a Partner can add the product/service to their portfolio

Simply reach out to us to get started. Our hSo Partner Framework offers differentiated rewards based on the value you deliver to customers and your commitment to your partnership with hSo. Our path to success begins with a comprehensive on-boarding session for your sales and technical teams. This session will enable us to get to know each other more, provides orientation to product, program, process and highlight available support.

Besides offering our expertise, our partners also benefit from our partner portal which features a rich resource bank as well as customer dashboards, opportunity registration and online price comparison / quote tools.

Additional Information

Our unique selling points

- Our customer portal provides you with

complete control over your customers' services

- Our connectivity pricing tools provide instant quotes, online or through APIs
- Our engagement models are flexible - working in the background or together with you
- Our Outsourced NOC service lets you easily extend your firm's support hours or add support for additional products
- Our services are monitored proactively 24/7 with proprietary software to identify attacks or unexpected network slowdown

PRODUCTS & SERVICES

- ▶ Cloud Services/Software
- ▶ Data Backup
- ▶ Ethernet/MPLS/EFM
- ▶ Leased Lines
- ▶ Network Services
- ▶ SD-WAN
- ▶ Virtualisation
- ▶ VoIP



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COMPANY PROFILE

Epsilon is a global connectivity provider that is simplifying how businesses connect applications and data in the cloud and around the world through its Network-as-a-Service (NaaS) platform. Infiny by Epsilon enables users to access on-demand connectivity to the world's leading data centres, clouds and internet exchanges.

Epsilon's services are powered by a carrier-grade, hyper-scalable global backbone that connects over 260 of the world's leading communications and technology hubs in 41 cities, with extensive presence across the Asia-Pacific including Mainland China.

Epsilon is headquartered in Singapore with offices in London and Sofia.

Overview of products and services

- **Cloud Connect** - Infrastructure and network orchestration to connect to one or multiple cloud providers
- **Data Centre Interconnection** - Interconnection between the world's largest network aggregating data centre locations
- **Remote Peering** - Private remote access to content and peering exchange points
- **Access** - Dedicated internet and ethernet last mile network extensions to branch locations
- **Colocation** - Carrier-grade colocation facilities in the leading interconnection cities of London, New York and Singapore
- **Voice** - Suite of Enterprise voice services including SIP trunks and inbound numbers

The unique selling points

Infiny makes it simple for channel partners to interconnect their customers globally with on-demand network orchestration capability. With over 260 interconnected data centres, cloud service providers and internet exchanges on Infiny, channel partners can immediately connect customers to the infrastructure they need within minutes. They have full visibility and control over their services with billing and network analytics on a single platform. Our API also allows channel partners to integrate Infiny or the available network services with their applications and systems, enabling unparalleled levels of service delivery and user experience.

The benefits to the Partner

- **Productise next-generation connectivity** - Channel partners can white-label Infiny to take advantage of its full-service capabilities.
- **End-to-end service** - We support channel partners in providing last-mile connectivity to their customer locations globally.
- **Commercial flexibility** - There's no need to invest in infrastructure, which reduces your CAPEX and allow greater flexibility when it comes to serving your customers
- **Streamline operations** - Infiny makes



it easy for you to monitor, control, and orchestrate network services without the need for in-house networking specialists

- **Global Private Network** - Connectivity up to 100Gbps with access to over 260+ points of presence in 41 cities via state-of-the-art Juniper network.

How a Partner can add the product/service to their portfolio

Channel partners can use Infiny as a white-label platform or using our API for service threading to tap into a broad menu of on-demand connectivity offerings with minimal hassle and investment. They instantly gain a connectivity partner with an extensive ecosystem of data centres, clouds and internet exchanges, fully supported 24/7 by a team of global networking experts. We are trusted by our channel partners because we help them to differentiate their offerings and provide technical and commercial support to

meet their business objectives.

Additional Information

"We chose Infiny by Epsilon for its intuitive platform, but also the company's proven expertise in networking. They make it easy to procure, deploy and manage global connectivity without adding complexity to our operations." - Oliver Menzel, CEO at maincubes

PRODUCTS & SERVICES

- ▶ Cloud Services/Software
- ▶ Co-location
- ▶ Data Centres
- ▶ Ethernet/MPLS/EFM
- ▶ Network Services
- ▶ Numbering
- ▶ PBX
- ▶ Professional Services



Defining the future of networking



WE ENABLE BUSINESSES TO CONNECT TO THE GLOBAL CLOUD INFRASTRUCTURE THEY NEED IN A SIMPLE AND POWERFUL WAY.

Infiny by Epsilon is a Network-as-a-Service (NaaS) platform that enables users to buy and manage their network services, delivering carrier-grade connectivity to over 260 data centres, leading cloud providers and internet exchanges around the world. We make it simple for businesses to monetise connectivity, expand their capabilities and capture new growth with an on-demand network orchestration capability.

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COMPANY PROFILE

Gamma is a leading supplier of Unified Communications as a Service (UCaaS) in the UK, German, Spanish and Dutch business markets. It is AIM listed and employs 1450 people. With a range of UCaaS, Mobile and Connectivity services, Gamma provides robust and secure solutions that enable organisations to communicate, collaborate and offer a better customer experience. Gamma's largest market is in the UK where the company's network-based services are supplied to SME, Public Sector and Enterprise markets through a network of 1000+ channel partners.

Overview of products and services

Horizon Contact is an integrated business communication and customer contact solution that simplifies multi-channel customer interaction, perfect for organisations who want to make it easier for customers to engage with them. It has been designed specifically to work in conjunction with the award-winning Cloud PBX Horizon and Collaborate, providing a conjoined experience and shared feature set for front and back office contact centre agents.

Microsoft Teams Direct Routing is the flexible, accessible and cost-effective alternative to Microsoft Calling Plans allowing organisations to give Teams a voice through Direct Routing with high availability architecture from the UK's No.1 SIP Trunks provider.

Gamma Mobile is a service for mobile resellers built exclusively for the business market, designed to give channel partners true customer ownership and full control of the mobile service they provide.

Gamma Connectivity includes a broad range of access options and fully-managed WAN services, delivering the performance, availability and built-in security businesses need to make effective use of voice, video and cloud based applications.

The unique selling points

As one of the UK's largest providers of voice services and voice applications, Gamma's partners benefit from the size and scale that many of their customers demand. Our core differentiators are our:

- Clear market focus on delivering communications solutions through the channel
- Simple, easy-to-use and competitive products that help our partners grow their business
- Investment in quality, digital services, automation and service differentiation
- Ability for partners to increase their margins through Gamma's easy to use programmes - Academy and Accelerate

The benefits to the Partner

As a Gamma channel partner you can take advantage of:

- Our intuitive partner portal and service ethos that makes us easy to work with
- Our self-serve partner marketing portal, providing access to a library of easy to customise marketing material
- Our emphasis on quality and customer feedback to ensure we're always in touch with the market
- Unique commercial initiatives that reflect the growing appetite for a single supplier of

voice, data and mobile

- An extensive, modern, reliable, UK-wide voice and data network
- A choice of ways to work with us depending on how the partner chooses to run their business

How a Partner can add the product/service to their portfolio

Gamma products can be ordered, tracked and billed online via our award-winning Gamma Portal, hugely simplifying the sales process for our valued partners. Through the Gamma Academy, our interactive training hub, resellers can access easy to digest training material to help improve product knowledge and ensure they're offering the most effective service to their customers. Gamma's self-serve marketing portal, Accelerate, streamlines the sales and marketing process for our resellers, offering access to an extensive collateral and product campaign library along with key marketing material - allowing partners to use Gamma resources as an extension of their own team.

Additional Information

We work closely alongside our channel partners, taking the time to understand their organisational needs. We're involved in the reseller sales process from start to finish, be it marketing support to develop leads or comprehensive pitching support from Gamma's Sales Specialists, we're here to support our partners throughout the sales journey. We also take pride in being transparent in every aspect of our operation and we listen to our partners. Their feedback and ideas drive product development and shape our roadmap.



PRODUCTS & SERVICES

- ▶ Call & Contact Centres
- ▶ Collaboration
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ Hosted Telephony
- ▶ Mobile
- ▶ Operators (fixed and Mobile)
- ▶ Unified Comms



The smart communication choice for the Channel.

We're the UK's No.1 business provider for Hosted and SIP.

Unified Comms, Connectivity, Voice, Mobile.
Make it easy to stay connected, with Gamma.
Contact us today.



Working smarter, together.
gamma.co.uk



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COMPANY PROFILE

Glide is a market-leading alternative fibre provider. We target the hard-to-reach-areas which have been neglected by traditional networks. Our aim is to empower the Channel, helping them bring their clients into the cloud by providing a wide range of connectivity solutions to which they previously lacked access.



Overview of products and services

From Superfast Broadband, through to managed MPLS solutions, Glide has you covered. We provide FTTC, FTTP, Copper lease lines and full fibre lease lines - the gold standard of Glide connectivity running all the way through to your client's premises and offering them guaranteed bandwidth.

The unique selling points

With our enterprise-Grade products like synchronous full fibre broadband and our ever-expanding national fibre network, we are connecting more businesses in hard-to-reach-areas. We have installed over 650 cabinets all over the UK, giving us over 120,000 premises passed and we are already supporting over 300 partners.

The benefits to the Partner

Purpose-built Wholesale portal making it very easy to do business with us.

Specialist UK-based in-house support for

complete peace of mind.

Independent, reliable national network, giving you more options and better reach where other suppliers can't.

Market-leading layer 2 and 3 products and services.

Managed and unmanaged services to fit all your needs.

How a Partner can add the product/service to their portfolio

Our unique national fibre footprint is now available for you to provide the best-in-class broadband and lease lines for your customers via our purpose-built Wholesale portal. Our portal also gives access to the coverage checker with a simple and easy-to-use quoting tool.

Additional Information

Our wholesale offering is only 14 months old but we have already reached out to and on-boarded over 300 resellers across the



UK. Being new to Channel has really given us a great opportunity to connect with our partners and give them both what they really need and in the manner they need it.

PRODUCTS & SERVICES

- ▶ Data Backup
- ▶ Data Centres
- ▶ Dealers, resellers and VARs
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ Hosted Telephony
- ▶ ISPs
- ▶ Leased Lines

The best kept secret in business broadband

Get connected with miles and miles
of fresh fibre infrastructure.

Unleashing fibre across the nation. Connecting more businesses in hard to reach areas with speeds no one else can deliver. Partner with Glide to provide best in class broadband for your customers.



Unleash fibre connectivity across our national network to your customers.



Connecting head office with regional office and point of sale with data centre.



Our partner portal makes doing business with Glide easy.

Let's do more, together.

Contact Glide on 0345 5911 766



0345 5911 766

channelsales@glide.co.uk

glidegroup.co.uk/business-broadband



www.nextgenaccess.com

T: 020 7127 0848

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COMPANY PROFILE

Nextgenaccess is a carrier neutral, managed fibre infrastructure service provider. We design, plan, install and maintain new dark fibre routes that become integral to our customers' core and access networks. We operate in a highly sustainable way and always look to re-use existing infrastructure assets in preference to building new ones. Our Openreach PIA licence gives us the right to deploy fibre and sub-duct anywhere within the UK's most extensive network of ducts and poles. This re-use approach is not only environmentally friendly, but also far less disruptive, costly and time consuming when compared to building a completely new infrastructure.

Overview of products and services

Nextgenaccess provides a range of dark fibre services

- Access Connect - Access Connect provides a single point to point, dark fibre connection between the customer premises and the CP's point of presence (PoP) either within a BT Exchange or Data Centre.
- Carrier Connect - A dedicated or shared point to point fibre route between existing carrier network nodes
- Carrier Interconnect - A dedicated or shared point to point fibre route between existing carrier network nodes and other carrier nodes or Data Centres
- Data Centre Connect - Dedicated or shared routes directly interconnecting multiple hosting sites or Data Centres

The unique selling points

Nextgenaccess has a wealth of experience of deploying fibre assets in existing infrastructure, using Code Powers to create new infrastructure and achieving Special Engineering Designs to tackle major projects e.g. motorway bridges and river crossings. Our close liaison with our 'landlord' (Openreach) ensures a smooth and on-time delivery. Our unique approach to the commercial arrangements means that we are prepared to pass title in some of the assets to our carrier/ reseller partners. This approach combines to bring what we believe is a unique access product to market (Access Connect)

The benefits to the Partner

The uniqueness of our product set allows

the reseller to create their own solutions and not be bound by lit services available from other operators. Our pricing means that the reseller can derive a price advantage against their competitors, ultimately meaning healthier margins. The simplicity of our product means that there is no doubling up of terminating equipment giving the reseller more control. Our commercial offerings allow the reseller to take ownership of the fibre into the customer's premise giving the best of both worlds i.e. ownership without the need to build a network.

How a Partner can add the product/service to their portfolio

Engagement with Nextgenaccess (for Access Connect) pre-supposes that the reseller has a presence at the serving BT Exchange or Data Centre with the capability of lighting the fibre to deliver layer 2 and layer 3 services. Our experienced sales and sales engineering teams will be on hand to help you define if our product set is for you and if necessary, to design a network around your customer sites. Just get in touch with us to start the process.

Additional Information

Nextgenaccess will also do bespoke builds; you may have a particular region or exchange where your own dark fibre would be an asset. You don't need to wait for us to build our network, you can engage with us about where you would like us to go next. Contact our sales team for information.



Bob Falconer, Non-executive Director

PRODUCTS & SERVICES

- ▶ Data Centres
- ▶ Fibre/SIP
- ▶ Ethernet
- ▶ Leased Lines
- ▶ Network Services
- ▶ Networks, Operators

Access without the excess

Price

Partner with Nextgenaccess to revolutionise the Access market with aggressive pricing to maximise your margins and give you a competitive advantage.

Simplicity

Simple Dark Fibre presentation - no need to double up on CPE - to give your customers what they want without restriction.

Ownership

Commercial models allow you to own the connection into your customers' premises.

Contact us today sales@nextgenaccess.com



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E: sales@vaioniwholesale.com

@VaioniWholesale

COMPANY PROFILE

Vaioni Wholesale is a multi-award-winning network operator. We are connectivity specialists, delivering resilient, super-fast, commercially-competitive internet solutions to UK organisations through the channel.

We own and operate V.E.N. - a carrier grade, cloud-ready National Ethernet Network, connecting all major cities/towns to our super-resilient core network.

We aggregate the major UK network operators creating the biggest and most powerful Ethernet Platform in the UK with one of the largest footprints and multiple different connectivity technologies. We have 96% UK Ethernet coverage and can deliver to 150+ countries globally.

Our vision is to create the most powerful Connectivity & Cloud ecosystem which delivers an extraordinary and frictionless experience for our partners' customers.

Overview of products and services

- Cloud-ready fibre ethernet leased lines at speeds up to 10Gb (layer 2 & layer 3)
- Ethernet (GEA, EFM & Fibre)
- ADSL2+, FTTX and other ultra-fast broadband products
- 4G for pre ethernet, fail over or mobile internet access
- Complex connectivity solutions such as diversely-routed connections, MPLS & SD-WAN
- Direct connections into Microsoft Azure, AWS & dozens of top cloud providers
- Network Monitoring
- Hosted UC platform - Clear Voice
- SIP - Clear SIP
- Managed hosted security (Fortinet) Managed firewall, Unified Threat Management, Cybersecurity Analytics
- Colocation
- myVaioni portal for quoting, ordering and management of in-life services

The unique selling points

- **Reach:** The biggest Ethernet footprint and strongest technology portfolios in the UK
- **Unique:** From a simple internet service to complex resilient solutions using different technologies and different operators, we create bespoke and powerful connectivity solutions
- Core network uptime of 99.999% with an unbeaten SLA
- **Fast time to market:** Get your customers online significantly faster than market average with pre-ethernet options to bridge any gap.
- **True resilience:** Multiple carriers, technologies and resilient carrier options, all the way back to our National Core Network
- **Easy to do business with:** Online portal (and API) to quote, order and manage in-life services
- Flexible contracts with liquidity guarantees keep you protected in uncertain trading times

- **Confidence:** We're award-winning connectivity specialists

The benefits to the Partner

Because we own and operate our network:

- We offer the best value - no middle men with extra layers of cost
- We're agile - delivering what customers want; evolving to changing market requirements quicker than other network operators
- Our own engineers designed and built it; providing world-class support as a result
- Our access to multiple technologies/operators means our resellers can:
- Offer our broad range of services and options to their customer base
- Deliver added resilience - multiple suppliers means no single point of failure
- Differentiate themselves with a bespoke offering and unique combination of multiple suppliers and technologies - not limited by the restriction of one carrier's network
- Save time - we're the single point of contact for all suppliers

How a Partner can add the product/service to their portfolio

Internet connectivity delivers long-term repeat revenue, is a growth market as businesses use more bandwidth-demanding or data-rich applications and is a natural complement to other business services.

- Choosing Vaioni Wholesale means you can offer the broadest range of connectivity options, complemented by IP voice and cybersecurity services so you can provide the complete solution to your customers.



- Becoming a Vaioni Wholesale partner is easy. Simply complete a partner application pack and email to sales@vaioni.com or contact one of our team on 0161 672 9900.

Additional Information

Vaioni Wholesale is a fast-growing business (20% growth year on year). We're proud to be classed 'one of the fastest growing tech firms in the North' by GB Bullhound. We recently raised £5m to invest in innovation, technology and people, allowing us to accelerate our growth trajectory, and to focus on being the first-to-market provider of innovative technology solutions.

PRODUCTS & SERVICES

- ▶ Co-location
- ▶ Ethernet/MPLS/EFM
- ▶ Fibre/SIP
- ▶ Hosted Telephony
- ▶ Leased Lines
- ▶ SD-WAN
- ▶ Unified Comms
- ▶ VoIP

[Resilient, super-fast, commercially competitive, cloud-ready ETHERNET – your backbone to success]

Why Vaioni Wholesale?



Reach: One of the biggest Ethernet footprints and the strongest technology portfolios in the UK



Core network uptime of 99.999% with an unbeaten SLA



Easy to do business with: Our online portal for quoting, ordering and in-life order management delivers you a frictionless experience



Supporting you: Flexible, scalable contracts with liquidity guarantees to make sure you are protected in uncertain trading times



Fast time to market: Get your customers online significantly faster than market average with a range of pre-ethernet options to bridge any gap.



True resilience: Multiple carriers, technologies and resilient carrier options, all the way back to our National Core Network



Confidence: We are connectivity specialists – it's our bread and butter. We've won awards too, so it's not just us that thinks so!

“

“Great company with wonderful after sale service and support”

“We have had excellent service using Vaioni”

“An ISP that cannot be faulted, I can verify they provide, a cost effective, and very reliable, bespoke connectivity solutions which I highly recommend to any business or organisation in the UK”

“Fantastic tailored diverse high speed, resilient connectivity solution, that has been second to none, with 0% outages of services over the 6+ years I have managed my organisation's infrastructure”

”



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COMPANY PROFILE

Vertiv™ (NYSE: VRT) brings together hardware, software, analytics and ongoing services to ensure our customers' vital applications run continuously, perform optimally and grow with their business needs. As Architects of Continuity™, Vertiv solves the most important challenges facing today's datacentres, communication networks and commercial and industrial facilities with a portfolio of power, cooling and IT infrastructure solutions and services that extends from the cloud to the edge of the network. Headquartered in Columbus, Ohio, USA, Vertiv employs approximately 20,000 people and does business in more than 130 countries.



Overview of products and services

Your customers can't afford for their critical infrastructure to go down. At Vertiv, we have built our capabilities around delivering reliable and efficient IT infrastructure solutions that assure business-critical continuity.

Vertiv provides a comprehensive portfolio of uninterruptible power supply, cooling, IT infrastructure and services. With our solutions, you can ensure your customers' mission-critical applications run uninterrupted, deliver the best performance and grow in line with their needs.

Aside from having all these products under one roof, we also have the right people you need: IT experts, sales consultants and technical support teams - an entire network focused on giving you the support you need to succeed.

The unique selling points

- Our world-class comprehensive portfolio gives partners access to one of the largest incremental opportunities in IT from core brands including Geist™, Liebert® and Avocent®.

- We are margin rich to ensure you maximise your profits and remain competitive in the market.
- Decades of expertise within the industry have allowed us to build a strong portfolio and skilled team to support you with end to end support.
- You can earn real rewards and gain a competitive edge through the Vertiv Partner Program.

The benefits to the Partner

Competitive pricing and margin-enhancing programs matched with innovative, edge-ready solutions and our unrivalled service capabilities make for an easy and profitable partnership.

With technologies and digitization rapidly evolving, you need a reliable partnership you can count on when working with your customers. Vertiv works alongside resellers to make it easier to close deals and continue winning business together.

How a Partner can add the product/service to their portfolio

The fastest way to engage with Vertiv is via our

Award-Winning Partner Program. On our new partner portal you can take advantage of our competitive profitability programs, co-branded marketing assets, deal registration, online training and much more. Plus, you can earn great rewards and rebates simply for selling Vertiv products.

Whether you're embarking on a complex project or small, one-off installation, our local Channel team are on hand to support you every step of the way.

Additional Information

Follow us on LinkedIn @Vertiv Partners EMEA to stay up to date with the latest channel news.

PRODUCTS & SERVICES

- ▶ Co-location
- ▶ Data Centres
- ▶ Equipment (Hardware)
- ▶ Network Services
- ▶ Networks
- ▶ Professional Services



Time for a Tech Refresh?

Look no further than Vertiv.

Lead your customers' Edge revolution with the latest power, cooling and remote access technology from Vertiv to quickly deploy and protect their IT spaces.

What's Their Edge?

[Vertiv.com/WhatsTheirEdge-Solutions](https://www.vertiv.com/WhatsTheirEdge-Solutions)

Multiple Edge solutions in a single
Vertiv™ VR Rack:

- **Vertiv™ Edge UPS** reliable, efficient power protection
- **Avocent® ACS** advanced serial console servers
- **Avocent®** LCD local rack access console
- **Vertiv™ VRC** rack-based cooling
- **Vertiv™ Geist™ UPDU** universal connectivity



Join the award-winning Vertiv Partner Program!

Free sign up. No minimum sale. Rewards from Day 1. Simple.

Sell. Earn. Repeat.

Call in the experts

Working with professional services companies can help give partners an edge over their competitors, this feature looks at when to bring in external specialists and how to go about it



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Channel companies focus on what they're good at – sales, solutions and long-term customer relationships. This means that partners sometimes find they do not have the resources internally to solve a particular problem. In those instances, you need to bring in the experts who can use their specialist skills to get you to the result you're after.

Types of professional services organisations that work with the channel are wide-ranging, but commonly used external resources includes legal services, marketing and public relations, third-party engineering resources, white-labelled support (such as leasing, inventory planning, or monitoring), and business consultancy (such as restructuring advice to prepare the business for scaling up).

Here, we'll dive into different examples – but the exact professional services you need will depend on what problem you're looking to address.

Marketing expertise

Resellers understand that they need to market their organisation to potential customers, and this has taken on new importance in the face of the pandemic. People are away from their offices, and

unable to navigate the sales process using their longstanding face-to-face skills. Third-party marketing companies have deep expertise and resources to help channel companies stand out in what can be a crowded market.

WHEN TO BRING IN THE SPECIALISTS

What are your business objectives? This might sound obvious, but getting to the heart of this will guide the way.

Can any colleagues help? This question will prove that you understand the best route to solve a problem, but don't have the skills in-house to move the solution forward. Another scenario might be that there is a colleague with the skills required, but they don't have capacity to assist within the timeframe needed.

How much time is required? This question will help you work out if you should hire expertise in-house, or if a professional services organisation is the best option. For example, this might be a one-off project that won't need long-term assistance, or the skills required might be too specialist to successfully hire in-house.

What does success look like? It might be possible to appoint an agency where a whole team of smart minds tackling your problem cost the same for the same cost of hiring one expert. But you need to work out what result you're looking for to know the right path.

Customers now start their buying journey online, so it is vital that partners see their website and social media channels as the shop windows they have become. If you were looking at your company's website for the first time, would you get in touch to find out more? More importantly, would you understand what your company offers and how your business is different from your competitors? These might sound like basic questions, but your business might have evolved dramatically since your website was developed and it might not provide a true reflection of the value you deliver for your customers today.

Legal services

The channel is a vibrant, specialist community – so it's no surprise that the industry often finds it needs specialist legal advice. The pace and complexity of our industry means that commercially-savvy and technically experienced legal specialists are in demand, and it is worth weighing up if you need assistance that matches your own capability.

Sourcing legal counsel in this way can help resellers navigate managed wayleave services, contract negotiation, and more in the right way.

Leasing

Partners regularly identify a need for finance products for their own business and for their customers. A leasing company can help maximise cash and profit by enabling resellers to finance sales – from mobile handsets and IT equipment, through to telephony solutions and software.

Engineering

Given the influx of new technologies and emerging skills gaps – due to recruitment markets drying up or growing demand outpacing resources – third party engineering is flourishing. What's more, plenty of skilled engineers do not want to work in-house, so working with third parties is sometimes necessary to access the expertise you need.

Resellers that work with third-party engineering companies can find new opportunities with their customer base due to the specialist skills and experience of these expert engineers. This can release partners from the financial pressure of hiring permanent staff, whilst enabling them to appear a larger organisation to customers.

Next steps

Partners that recognise a need to bring in

help from professional services companies should start by researching the market and identifying contenders. Next, it is important to evaluate if there are any potential conflicts – some companies have such expertise they might work directly with businesses that are very close to what you do, or they might even offer similar services to you.

It is also vital that you can trust a third party – you don't want to risk your reputation by working with a company that won't deliver for you. Often, as far as your customer is concerned, your third-party team of specialists is part of your business. You need to work with a company that is ready for that responsibility.

Finally, professional services companies should be able to work within your requirements. If they are suggesting a new model or making big changes, take the time to weigh up if this is the right path for you – or if you need to source a different partner.

CHOOSING THE RIGHT SUPPORT

What matters? Depending on the type of professional services required, what matters can look very different. It could be a service level agreement, or it could come down to who is on the team, and what the chemistry is like between your team and your consultants.

Sector experience? Some channel companies work with professional services organisations that are dedicated to the channel, whereas others work with companies with a small portion of their clients working in the channel. Sector experience can be crucial, or a different specialism – such as understanding specific technologies – might end up more important.

Does the company have a proven track record? Can the company you're considering working with demonstrate it will deliver results? Alternatively, the individuals you'll be working with might be able to point to previous work to illustrate their understanding of the problem they'll be solving. Asking the right questions will help you make a decision here.

Price. This can be a sticking point when considering your options, but it's worth considering that the cheapest option might be reap the best yield. Carefully weigh up what each professional services company will deliver, and make sure you're checking whether the price is fair for the expertise you're after.





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COMPANY PROFILE

Considering the challenges of today, a robust digital presence isn't a 'nice-to-have', it's required.

As a HubSpot Platinum Partner, Blabbermouth Marketing has an untouchable reputation in the industry. By embracing new technologies and trends, Blabbermouth designs consistent, joined-up marketing strategies that support clients in their transition to a digital-first strategy and exceed targets, overcoming the challenges of remote working. Plus, Blabbermouth's Channel experience means the team already understands your industry and your requirements.

Overview of products and services

We are specialists in a range of disciplines that interweave to provide robust, measurable and unique marketing strategies. Services include PR and Media, Brand, Website, Content Writing, SEO, paid and organic Social Media and more!

Not every business is the same, which is why we offer various retainer models to suit a broad range of budgets and requirements. The team will also advise on how to shape your customer journey to increase the number and quality of your leads, ensuring strong RoI.

The unique selling points

- Marketing experts that specialise in B2B IT and Telecoms
- HubSpot Platinum Partner with extensive Inbound Marketing experience
- Led by industry veterans with over 40 years of Channel experience
- Robust relationships with Channel and Direct publications

- National agency with offices in London and the North
- Proficient in adapting strategies for start-ups to established Channel enterprises.

"Blabbermouth's speciality in IT and Telecoms businesses, as well as their proven HubSpot knowledge simplifies the process of onboarding new HubSpot Partners and maximises their use of the platform, making Blabbermouth an invaluable partner as we move forward." Aiden Cassidy, UK & Ireland Channel Manager, HubSpot

The benefits to the Partner

We pride ourselves on differentiating our clients and their products in an increasingly saturated market. Thanks to decades of Channel experience, from both a sales and marketing perspective, we know the market and what works, ensuring we can quickly zero-in on your key USPs and make your business stand out from the crowd.

Whether you want to continue nurturing leads

while working remotely, increase brand visibility, elevate the quality of your leads, update your website and branding, or simply get a second opinion, Blabbermouth Marketing is here to maximise the potential of your business.

How a Partner can add the product/service to their portfolio

Our aim is to become an extension of your own team, making sure we create the best campaigns and content possible, alongside industry-leading and transparent client services. We'll join any meetings required, both internal and external, to ensure you have the support of the entire Blabbermouth team at every step of your journey.

As a retained client, your dedicated Strategy Director and Account Manager keep your strategy and the assets produced, on-time and in-budget. While our Shared Services team - including specialists in digital marketing, copywriting and design - deliver campaigns are memorable and deliver significant return on Investment.

Additional Information

Whatever your business requires, we offer retainers to suit all goals and budgets. Our fully outsourced retainers include:

• Brand + Branding

Brand reviews identify the key criteria and USPs that ensure your branding is working effectively.

• Inbound Marketing

We specialise in bespoke campaigns that engage leads consistently; increasing your conversion rate through personalisation, automation and digital PPC.

• PR and Media

Our content experts will transform the way your readers think and act while maintaining your tone of voice.

• Web Design

We'll modernise and differentiate your website from the competition. After all, you only get one chance to make a first impression!



Inbound Retainers

Just Getting Started

You know you need to get started with some sustainable marketing activity but don't know where to begin.

Full Inbound Support

A fully managed, joined-up solution for businesses wanting a complete sales funnel process.

Enterprise

For businesses with multiple routes to market, multiple domains and complex marketing requirements.

Outsourced Retainers

Fully Managed

An always-on resource with dedicated members of the team, delivering fully joined-up marketing all of the time.

Integrated

Perfect for businesses that have some capabilities in-house but would benefit from the wider skills of the Blabbermouth team.



PRODUCTS & SERVICES

- ▶ Professional Services



TRENCHES LAW

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Twitter: @TrenchesLaw

COMPANY PROFILE

Recognising the pace and complexity of the telecommunications industry, Trenches Law was established to fill a gap in the market. The strategic professionals in the team have lived and breathed the world of fibre, connectivity and technological infrastructure for most of their careers.

The company has quickly grown to become one of the most renowned legal firms in this fast-growth sector, trusted by some of the UK's most well-known brands.

Working with large telecoms operators, wholesalers and resellers - plus planners, construction companies and emerging brands throughout the channel - Trenches Law delivers legal counsel, wayleave services, contract negotiations, and much more.

Overview of products and services

Wayleaves

Whether delivering fully managed wayleave services, or support on a specific issue in the process, Trenches Law initiates proactive dialogue with landowners and local authorities, enabling operators/ISPs to expand their networks, at pace.

Legal

Regulated by the Solicitors Regulation Authority, Trenches Law acts as a bolt-on legal team, covering Code Power applications, and drawing up T&Cs and negotiation of procurement/sales contracts.

Property

This ranges from assisting on commercial and telecoms leases - including rooftops and cell sites and landlord and tenant work - to advising businesses that own or occupy commercial property about their property rights under their leases and title documentation.

The unique selling points

The friendly, approachable, and fiercely passionate team came together to 'break the mould' and solve the problems that all too often stand in the way of a successful network installation.

Trenches Law has ploughed more than 600 hours into the development of a bespoke digital transformation project that automates the investigation, creation, and distribution of wayleaves. The system - launched in 2020 - is designed to handle tens of thousands more wayleaves per week, without the need for additional human resources.

Its approach - and fees - are nothing like you'd expect from a traditional law firm.

The benefits to the Partner

Trenches Law ensures operators are able to deliver their build plans faster - and within budget - so they can play their part in supporting the Government's objective to target a minimum of 85% gigabit-capable coverage by 2025.



Using the automated wayleave approach, the error-prone labour-intensive manual tasks are now cut out of the process.

It provides flexible solutions to ensure better connectivity for all - whether that's helping vulnerable people feel less isolated or businesses to run more smoothly and efficiently.

Trenches Law helps many operators with no in-house legal assistance, and quickly becomes an extension of their team.

How a Partner can add the product/service to their portfolio

The wayleave automation roll-out provides clients with the option to send a digital map of their network build phase to Trenches Law - the new system will automatically interrogate the Land Registry and other available databases to identify all relevant wayleave stakeholders. It then automatically produces all relevant documentation and prepares everything to be distributed.

A workflow also steers onward stakeholder dialogue, from the carrying out of face-to-face visits to the negotiation of wayleave terms,

plus the issuing of statutory notices as required. Advanced reporting triggers a 'green light' when all build dependencies have been resolved.

Additional Information

The vision of co-founder Sharon McDermott - a lawyer with over 20 years' telecoms and technology experience - Trenches Law has grown to be one of the UK's most renowned legal firms in this sector.

The team knows when to take calculated risks to keep projects moving, who to speak to when projects look like they're about to stall, and provides peace of mind that compliance and wider business objectives remain a priority.

With local 'on the ground' specialists, investment in technology, and many trusted partners, Trenches Law makes things happen.

Clients include WightFibre, toob, ITS, Virtuali, and Luminet.

PRODUCTS & SERVICES

► Professional Services



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COMPANY PROFILE

Established in 1990, Shire Leasing is one of the largest privately owned funding houses in the UK for B2B equipment leasing and asset finance. We have trading relationships with hundreds of asset suppliers and vendors across the full spectrum of business assets, and have gained an unparalleled knowledge within the I.T. & telecoms sector, completing over 400 telecoms finance agreements a month.

Our company vision is to provide a market-leading service through innovation and expertise, delivering flexible funding solutions for British businesses.

As a funder with an Own Book of over £120m, we have the capability to deliver lease and finance solutions tailored to your customers' needs.

Overview of products and services

Offering flexible finance options alongside cash purchases can maximise sales opportunities for your business. We offer a range of different finance solutions, including:

- Managed Rental Agreement
- Technology Rental Agreement
- Finance Lease
- Hire Purchase

Our approved suppliers are given all the tools and support required to offer finance quotes simply, including:

- Rate calculators to quote easily on the go
- Online management through Shire Online portal or app
- Quick Quote which provides instant access to online quotes, for you and your customers

The unique selling points

Diverse Range Financeable

- We can finance hardware, cloud services, software, maintenance and much more

Managed Rental Agreement

- A unique "all-in-one" agreement that can include hardware, software, line rentals, licenses, maintenance etc., all collectible through one direct debit

Same Day Payout

- No need to chase payments; your invoices are paid by Shire in full upon completion of relevant documentation

Auto Decisions

- Get a response for your customer in as little as 6 seconds through our online systems



The benefits to the Partner

Retain Customer Relationships

- When the term ends, you have the perfect opportunity to upgrade equipment.

Overcome Budget Objections

- Release customers from budget restraints by offering affordable monthly payments.

Ability to Upsell

- Increase order values and sell more equipment

Simple Documentation

- Bundle equipment and multiple costs into a single Managed Rental agreement, reducing extra admin and workloads

E-Signatory

- Customers can be sent agreements via email and be signed online, reducing turnaround time for sales to complete

How a Partner can add the product/service to their portfolio

To begin offering your customers finance options, you must first become an approved supplier. To do so, simply visit www.shireleasing.co.uk/commsbusiness

to complete an enquiry form. Once approved, you can add value to both new and existing customers. New customers can be offered finance quotes alongside cash pricing, and old customers could also benefit by taking up a "sale and leaseback option", where they could potentially receive a full 100% cash injection back into their business.

Additional information

Like other funders, we can finance telecoms and I.T. equipment on a finance lease. However, our unique ability to fund intangible assets alongside tangible assets make us a key player in the I.T. and telecoms sector.

Our exclusive service offerings, such as the Managed Rental Agreement and the Technology Rental agreement, make it easier for suppliers to maximise their sales and also add value to business customers by alleviating their cash flow with manageable payments.

PRODUCTS & SERVICES

- ▶ Professional Services



Good things come in small packages...

Combine your hardware, software and service solutions into a single, manageable payment for your customers.

Shire Leasing are business finance specialists in the telecoms sector, having supported the channel for 30 years.

Discover our award-winning services:

 **01827 302 066**

 **www.shireleasing.co.uk/commsbusiness**

Finance for business use customers only - Shire Leasing PLC is authorised and regulated by the Financial Conduct Authority for certain types of consumer credit lending and credit related activities that are regulated under the Consumer Credit Act 1974 and by the Financial Services and Markets Act 2000.

The explosion of unified communications

The unified communications market has gone into hyperdrive amidst the pandemic, we examine the trends impacting the Channel in 2021 and beyond

If there has ever been a time for unified communications (UC) to be under the spotlight, you could safely say it's happening right now. The last twelve months have seen companies rush to adopt and make use of new software, scrambling out of offices and into a home-working set-up. In this environment, applications such as Microsoft Teams and Zoom have been utterly vital for so many employees to manage regular meetings and ensure effective communication.

The market for UC has seen, and is expected to continue to see, rapid growth. Even before the pandemic, a 2019 report from Grand View Research predicted that the global market size will reach USD \$167.1bn by 2025, exhibiting a CAGR of 16.8 per cent over the forecast period. Covid-19 has ramped that up – results published in the International Data Corporation (IDC) Worldwide Quarterly unified communications and collaboration



(UC&C) Qview showed that the worldwide UC&C market grew 26.7 per cent year over year and 6.6 per cent quarter over quarter in the third quarter of 2020, while EMEA

revenue grew 6.6 per cent sequentially and 24.2 per cent annually.

It's easy to see how pandemic-induced homeworking has been a huge contributing factor to the acceleration of UC adoption. Back in early 2020, when we dived into the UC space for last year's Channel Profiles, we reported on the ever-evolving flexibility of working practices and the opportunities for channel businesses to adapt and take advantage of this by incorporating UC technologies into their portfolios. Since then, adopting flexible working quickly switched from something companies were feeling encouraged to embrace, to something that almost every business had no choice but to get on board with. With the government telling us to work from home, we had to quickly change.

Ed House, sales and commercial director at distributor Nuvias UC said that working from home had previously been seen as an option for those who had a lengthy commute to the office, or external account managers who were always on the road. As such, businesses weren't fully prepared when it suddenly became a requirement. "Last year, when

UNIFIED COMMUNICATIONS IN ACTION

Liverpool Football Club (LFC) identified a need for a new communications solution that could enhance the fan experience and remove mobility limitations for club staff.

The two priorities of enhanced productivity and collaboration capacity, and effective supporter communications meant it was crucial the company implemented solutions that would break down some of these limitations. The chosen solution should also build on the club's staff capabilities as well as making its relationship with fans the best it could be.

Specifically, LFC needed a secure UC solution that integrated with existing business and communication applications, mobility and remote working capabilities for club staff, enhanced contact centre reporting for training and improved productivity and omni-channel capabilities so fans could engage via voice, email or web-chat. The club selected a package of Mitel solutions to access the engagement and practicalities it needed.

Through its MiCloud Flex, 6930 IP Phones and 6940 IP Phones, MiCollab and contact centre technologies, Mitel provided LFC with a single collaborative solution that they said will be robust and flexible, with dual data center resiliency. Contact centre reporting tools will allow for the delivery of enhanced insight into productivity and operational efficiency, and the omni-channel solution will prove valuable in keeping fans engaged for the best fan experience.

Billy Hogan, managing director and CEO of LFC, explained: "With Mitel's experience, we will have the ability to introduce new channels and intelligent fan self-service capabilities. Ultimately, the partnership with Mitel will enable us to simplify fan journeys and create seamless interactions which will result in a better fan experience."



businesses packed up to start working from home, it was a new concept to many people and they were panicked trying to roll out new communication platforms,” he commented. “Now that they’ve had months to adapt to remote working and have realised that they can maintain business continuity, I’d be surprised if those businesses who were hesitant in the first place return to the office full time.”

As a service

Cloud-based UC solutions have been particularly in demand due to the standardised, pre-integrated, ready-to-go nature of these platforms. Unified communications as a service, or UCaaS, is a hosted service that brings together instant messaging, audio, video, desktop sharing and group collaboration. Gartner’s 2020 Magic Quadrant for UCaaS Worldwide predicted that by 2022, 74 per cent of organisations will move at least five per cent of their normally full-time, on-site workers who had switched to working from home temporarily into permanent remote working positions.

We’ve seen clear adaptations to business strategy, but are businesses confident in their ability to adapt and implement the right solutions? A recent report from Microsoft showed that 49 per cent of business leaders surveyed were confident that technology would support them through the Covid-19 crisis, however only

35 per cent of leaders believed they were adopting new technologies and systems quickly enough.

Further explained in Gartner’s Magic Quadrant for UCaaS is the increase in investment in UCaaS with its functionality now exceeding premises-based functionality in areas such as team messaging and SMS; APIs, cPaaS and app marketplaces; and reporting and analytics dashboards. Rapid growth in UCaaS was also reported in research from AVANT Research & Analytics, finding that customer interest in UCaaS had spiked 86 per cent in the midst of the pandemic.

Cloud-based applications and programmes will continue to appeal to customers who are in need of multi-platform access to UC apps from any location with a network connection. By 2023, Gartner expects that more than 50 per cent of large organisations will connect to cloud providers using direct cloud connectivity from their WANs, up from 10 per cent in 2019. By the following year, it predicts that 74 per cent of the new unified communications licences purchased by organisations will be cloud-based, up from 48 per cent in 2019.

UC for every business

Ribbon Communications’ latest annual UC survey found that there has been a 103 per cent increase among small businesses (those with less than 100 employees) who

have either deployed, are in the process of deploying, or are planning to deploy Microsoft Teams. Respondents from large companies (those with more than 1,000 employees) reported an increase of 36 per cent.

The survey found that the three most popular UC&C platforms for supporting remote working were Teams (27 per cent), Zoom (27 per cent) and Skype for Business (21 per cent). Approximately 70 per cent of respondents who intended to deploy Teams for calling said they will use Direct Routing for Microsoft Teams, allowing them to keep their existing dial tone provider and leveraging Microsoft-certified Session Border Controllers (SBCs) to connect their existing phone systems to Teams. The remaining respondents said they were planning on using Microsoft Phone System and Business Voice calling plans, allowing them to make Microsoft their dial tone provider.

Other notable findings included that the number of small businesses planning to invest in UC&C solutions over the next two years increased 2.5 times from the previous year to 38 per cent. Two-thirds, or 66 per cent, of large companies planned to invest in some form of UC solution within the next two years.

Given this appetite for UC across every business size and sector, the Channel can expect to find numerous opportunities in this space for years to come.

Direct Routing... Poor value for your customer, low margin for your business.

You could be offering:

- ✓ **CallSwitch Communicator & Microsoft Teams apps**
- ✓ **Generous inclusive minute bundles**
- ✓ **Call recording, with compliance add-ons**
- ✓ **Intelligent call routing**
- ✓ **Optional integration with native mobile diallers**
- ✓ **Enhanced resilience**
- ✓ **Competitive pricing**

There's a better way...



Talk to us about making Teams talk properly.