

Customers drive evolution

Steve Tutt, Marketing Manager at VanillaIP, says the internet has transformed and enhanced many business models and rendered others obsolete almost overnight.

“There is no reason to think that telecoms will be any different. Blockbuster are finding out that people don’t want to rent DVD’s, they want to watch movies. If they can stream them into their living room, why would they drive to the shops?”

We talk about cloud and hosted interchangeably; fundamentally all the intelligence sits in the hosted network not the customer premises. A true cloud based solution is also a one-to-many relationship. You are not engineering an instance of the solution each time you add a customer.

However, hosted or cloud based services offer much more than simply a new access model. You are able to exactly map the customer requirement rather than rather than selling a closed bundle of services where the customer uses the bits that they need. There is already a widespread customer adoption of virtualisation in different part of their business. Hosted voice is a logical extension of this.

A by-product of the move to cloud is that it lowers the barriers to market entry for resellers and increases their geographic reach. As a plug and play solution, hosted VoIP lends itself well to internet generated leads, where the customer does not need to be in driving distance. In our own experience we have customers around the UK and worldwide, far beyond our reach if we were a London based CPE provider.

Our view is that growing demand for



Steve Tutt

cloud services is part of a wider customer migration from platforms to ecosystems. The ability to knit different applications into the solution increases the reseller competitive advantage and makes it harder for other providers to replicate the services being delivered. At VanillaIP, our Uboss ecosystem combines a number of applications and add-on services, of which Hosted VoIP is one. The underlying principle is that the Uboss portal unifies all provisioning, device fulfilment and billing for multiple hosted services, from within a single interface.”

“Ultimately,” concludes Tutt, “Customers will drive the way the telecoms industry evolves.”

Siemens Cloud launch

Building on the introduction of its OpenScope Cloud Solutions earlier this year, Siemens Enterprise Communications has introduced OpenScope Cloud Contact Center, an, all-in-one enterprise grade offering that provides customers with advanced contact centre capabilities without the cost and complexity of premise-based solutions from multiple providers.

Siemens says it is the only vendor to deliver a comprehensive and secure cloud unified communications (UC) solution including voice, mobility, messaging, presence, conferencing, collaboration, video and now contact centre.

Zycko hails Talari

Distributor Zycko says WAN virtualisation enabled by Talari Networks’ Adaptive Private Networking (APN) combines multiple WAN links between customer sites, enabling any combination of connections, including abundantly available Internet links to behave as one high bandwidth pipe with business-class levels of reliability, speed, security and QoS.

Marketing Manager Sarah Casey says, “By combining and operating public Internet connectivity in parallel, Talari’s WAN Virtualisation solution enables organisations to utilize inexpensive bandwidth that has previously been unusable due to concerns over its performance/reliability.”



Nimans’ NEC Business Manager, Lynette Smith

Nimans in Top Gear

NEC resellers are being urged to put their sales into overdrive and win a place on a high octane race day with Distributor Nimans – getting behind the wheel of some high speed dream machines.

The top eight highest sales performers will win a place on a Jonathan Palmer race day in October where they can experience various supercars such as Jaguars, a BMW and a two-seater Caterham.

Nimans’ NEC Business Manager, Lynette Smith, says the sales contest runs until the end of September.

Felix makes it easy

Azlan, the enterprise division of Computer 2000, has announced that resellers can now make use of its unique service contract management tool, Felix, for Cisco TelePresence solutions, making it easier for them to extend their added value potential and develop closer long-term business relationships with end customers.

Joel Chimoinde, Director of Unified Communications at Azlan, said: “This additional investment that Azlan is making in Felix is another sign of our strong commitment to driving business development for partners with Cisco TelePresence and collaboration solutions. It is especially beneficial to the ex-Tandberg partners who are currently still transitioning into the Cisco Partner Programme. Using Felix, they will be able to offer Cisco services and more added-value to their customers without having to understand the more intricate complexities of SMARTnet contracts.”

ComputerTel

01474 561111

www.computertel.co.uk

Voice Recording and Quality Performance Experts

- Call Recording, including Mobile ‘phone Recording
- Quality Monitoring
- Speech Analytics

TRIED, TESTED AND PROVEN SOLUTIONS FOR RESELLERS

