

# Dadds Joins FCS Board

Dave Dadds of VanillaIP Ltd has been appointed to the Board of the Federation of Communication Services.

Speaking on his appointment Dave Dadds said, "I was only too pleased to accept the invitation onto the board of FCS, which has already proved itself over the years to be a very



Dave Dadds

influential organisation. With the changes that IP is bringing to the telecoms sector, having a strong trade body is very important. I look forward to using my 20 years' experience in the industry to ensure the independent reseller is well represented."

Adrian Grilli, FCS chairman, in welcoming Dave Dadds said, "Dave represents the new breed of communications provider delivering IP telephony services, a sector that is already making a significant impact on the market. We value Dave's experience and enthusiasm which will help FCS to grow its representation and services to the industry.

"Dave steps in as Ashley Mirfin retires from the board after 5 years as an excellent and supportive board member. Ashley helped to develop FCS services and always offered helpful advice to the Executive. We wish him well for the future."

## Head of Marketing

Distributor Rocom has appointed Gillian Etienne as Head of Marketing. Gillian holds responsibility for the overall management, planning and execution of marketing strategy for tier one brands and the delivery of ten key areas detailed within Rocom's Focus 2008 management programme.

Phil Hambly, Sales and Marketing Director for Rocom said "This is an important addition to our management team – over the past two years, Rocom has experienced significant growth through an unrivalled proposition, an absolute commitment to delivering great customer service and excellent management. Gillian's addition is great in terms of where Rocom plans to be in the medium to long term."

Gillian commented "I am particularly excited to be working with a fast-moving company such as Rocom – and I am keen to build relationships with our tier one brands and resellers, which will form a solid foundation for the implementation of marketing strategy."

Gillian holds an MBA and is a member of the Chartered Institute of Public Relations; She joined Rocom on 28 April 2008.

## Oblivious to UC benefits

A recent study finds a significant number of companies do not understand how Unified Communications technology works and are ignorant of the benefits it can provide.

Despite the excess of media coverage devoted to advances in Unified Communications (UC) and VoIP technology a Butler Group study has found that organisations are increasingly unsure of the business benefits it can provide. The study found that a common perception of UC was of a technology used simply as a useful tool for the reduction of communications costs. In addition, the study found that even those implementing this technology were often ignorant of the real advantages it offers.

# COMMS BYTES

## Nimans' netgear

Nimans has become an official stockist of Netgear networking products including switching, wireless and firewall solutions, as the distributor broadens its data product portfolio to create more customer convenience.

"The introduction of Netgear boosts our offering to the channel, providing a lot more choice for resellers," says Nimans' Installation Products Specialist, Geoff Wilde.

## Rocom '08 portfolio

Distributor Rocom has launched its 2008/09 Portfolio to the reseller channel. The catalogue, which boasts over 400 pages, 3000 products and 20 new suppliers including Avaya, Enterasys and Valcom, also introduces new sections on Data Switching & VoIP and Refurbished Business Telephones.

## Vodafone CEO

Vodafone has announced that after five years in the role Arun Sarin will be retiring as Chief Executive at the end of the Company's AGM on 29th July 2008. He will be succeeded by Deputy Chief Executive Vittorio Colao.

## FACTOID

**Flashback June 2002:** Comms Business Magazine was awash with World Cup 2002 stories including this one about absenteeism. 'Good afternoon, shouldn't you all be at work?' (Des Lynam introducing an England game during the 1998 World Cup) – companies were rushing to offer UK businesses a solution to the double problem of absenteeism and alcohol.

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