

For Immediate Release

CosmoCom Powers UK Hosted Contact Center Offering from VanillaIP

Leading VoIP Service Provider Expands Offerings for Customers and Channel Partners

Melville, NY – (PRWeb) – April 13, 2010 - CosmoCom virtual contact center technology has been chosen by yet another leading VoIP service provider. CosmoCom has announced that VanillaIP, a leading UK provider of cloud based applications and telephony, has selected the CosmoCall Universe (CCU) multimedia [IP contact center platform](#) to power a full range of inbound and outbound hosted call center services.

VanillaIP is no newcomer to the hosted voice market. The company has years of experience providing IP centrex and hosted call center solutions as a white label service to UK Resellers. CosmoCom CCU will provide VanillaIP channel partners a more robust, full-featured contact center solution capable of advanced routing and much more.

The [native multi-tenancy](#) and [comprehensive contact center reporting](#) in CCU are natural fits for VanillaIP's well-honed market strategies. End users will also benefit by having increased access to full-featured contact center capabilities on a hosted basis backed by an experienced SaaS provider like VanillaIP.

Dave Dadds, Managing Director at VanillaIP, said "The flexibility and diverse range of features inherent to the CosmoCom technology will boost the capabilities of our product offerings." Dadds added, "Our commitment to building a market leading Unified Communications solution for our Reseller partners has been further solidified with the addition of the multimedia IP contact center platform that is CosmoCall Universe. Our Resellers will now be able to offer inbound and outbound call center services, including 'predictive dialer on demand' for their clients."

Mike Adolphy, Regional Director for UK and Ireland at CosmoCom explains that "VanillaIP is a well established and proven Service Provider. They understand the hosted space within the UK and we are excited that their choice of CosmoCom will significantly broaden their unified communications offering to their customers and partners."

VanillaIP will be showcasing their hosted contact center solutions in booth 516 at [Channel Expo 2010](#) at the National Hall, Olympia, London from 12-13 May 2010.

About VanillaIP

VanillaIP is a provider of business grade, real-time, integrated communication solutions. Our solutions include Hosted PBX, SIP Trunking, Hosted Exchange, call centre, call recording, WAN access and fixed mobile convergence allowing Resellers to deliver truly end-to-end managed solutions. Being cloud based, we are fast, feature-rich, secure, highly available, and accessible

anywhere. VanillaIP is a trading name of DRD Communications Ltd. For more information visit www.vanillaip.com

About CosmoCom

CosmoCom™, the global leader in [Contact Center Consolidation 2.0](#), excels in providing [IP contact center platforms](#) for enterprises with the largest and most complex requirements, consolidating multiple locations, onshore, offshore, and home-shore agents, formal and informal agents, captive and outsourced operations, multiple communication channels, and multiple applications. Organizations can obtain the full benefits of Consolidation 2.0 by deploying CosmoCom technology themselves or by working with a service provider that hosts CosmoCom platforms on a dedicated or shared basis. CosmoCom customers include Fortune-class enterprises throughout the world and service providers such as BT, Deutsche Telekom, Orange Business Services, Telefonica, NTT, Tata, PLDT, Verizon, and many others. CosmoCom is the most-selected [provider of hosted contact center platforms](#) to top-tier telcos worldwide. For more information, please visit www.cosmocom.com.

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Media Contact for CosmoCom:

Kathy Salt

+1 631-940-4297

ksalt@cosmocom.com