

SQUARE 1 GOES HOSTED

Networking & AV distributor Square 1 Products are pleased to announce the addition of a new cloud-based telephony service to its product portfolio of hosted solutions.

The service known as Cloud-Call is delivered over a carrier-grade, secure, IP network directly to end-users offices, with IP desk phones connected to their Local Area Network (LAN), and scalability to meet the expectations for SME and Enterprise organisations.

Business analysts predict that over half of UK businesses will be utilising hosted telephony within the next three years. The extended capabilities of cloud-based telephony combined with the attractiveness of a pay-as-you-use subscription model are making these services one of the most advanced segments of the communications market. Currently competition in this space is fairly minimal and therefore an all-in-one packaged solution is proving profitable.

Gary Conner, Sales Director, Square 1 Products, commented, "Defining a compelling solutions proposition needs to take into account the fine balance between product demand and the profitability we want to see for our resellers and the savings and increased capability that advanced technology can provide to their customers."

Since the early adopters of hosted telecommunications, the channel has seen a steady rise in demand for this service with predictions of a mainstream uptake ready to erupt and Square 1 Products expertise at the forefront."



Gary Conner

"PERFECT TIMING" FOR CYBER SECURITY

The recent updates to the government's cyber security policies couldn't come at a better time says Peter Groucutt, Managing Director at disaster recovery provider Databarracks.

Earlier this month, the government released new materials to support UK businesses in their fight against organised cyber-crime, including an updated '10 steps to Cyber Security' guide and a report from GCHQ detailing the most common cyber-attacks in the UK and how to prevent them. Groucutt has championed the move, saying the timing is perfect: "There's no denying that cyber-crime is on the rise. Last year, we performed over 3000 data restores for our

customers – a higher proportion of these than ever before were as a direct result of malicious cyber-attacks like CryptoLocker. With these figures only expected to rise, 2015 is the ideal time to make a real push for cyber-security excellence within our organisations.

Groucutt continued "Since June of last year when they launched the Cyber Essentials Scheme, the government has been doing some great work in making cyber security accessible to businesses of all sizes. Bigger businesses may be a greater prize to hackers, but smaller businesses tend to have weaker defences, which means that any business that holds customer data is a legitimate target."

VANILLAIP ENHANCES FEATURE SET

VanillaIP has signed an exclusive distribution agreement with Kakapo Systems, a software development firm specialising in VoIP platform integration for Broadsoft hosted telephony working on Windows, Mac and Mobile platforms.

Steve Tutt, Marketing Manager at VanillaIP says, "The Kakapo Unity applications provide point and click access to all services and settings, as well as call control and in providing a busy lamp field. For call centre applications we have Agent, Supervisor and Wallboard features for a richer and more responsive user experience.

Unity Reception is a front-desk application that provides an enhanced productivity option for busy receptionist scenarios with presence, alerting and messaging tools to maximise inbound customer service."

Dave Dadds, CEO of VanillaIP commented, "The Unity applications for UC, call centre and mobile really enhance the overall BroadSoft offering. This agreement with Kakapo gives our channel providers the key tools to differentiate and win higher value business where the customer is looking for more than a phone ringing on a desk."



Dave Dadds