

Rebate Scheme Extended

VanillaIP, the provider of enterprise class Cloud UC services to the UK channel, has announced an extension to their rebate promotion scheme that sees all new 36 month subscribers now receiving a free Yealink T22P IP desk phone.

The company says the IP phone handset is the focal point of the Cloud UC system for most users and as such the Yealink terminals provide a positive impression of the power underlying VanillaIP platform. The VanillaIP rebate promotion, which provides a credit that our resellers can use to off-set upfront hardware costs, or take as additional margin, has according to the company, been a runaway success.

VanillaIP's Uboss management platform preconfigures the Yealink handsets for plug and play deployment and also unlocks additional services, such as on-screen directories and credit locking.

Steve Tutt, Marketing Director at VanillaIP comments, "For our channel partners, the ability to put their logo on the Yealink phone screen builds their brand equity and cements mind share with their users. This is central to our view of helping our channel partners build a successful and rewarding future in the cloud. This new initiative really strengthens our whole Opex model and gives our resellers a compelling proposition to take to market."

Peter Holland, Business Development Manager at Yealink UK adds, "VanillaIP's custom integration between their Uboss platform and our comprehensive range of handsets is a great example of how Service Providers should build out additional functionality to make a unique noise in a crowded market. They are a long established, trusted provider in the UK and we look forward to continued mutual success."



Steve Tutt

Rapid Growth at True Telecom



True Telecom has responded to increased demand for its portfolio of services by expanding into new offices in North Kent and increasing its workforce.

Having launched just over a year ago with a core team of staff, True Telecom has now outgrown its existing office in the heart of Maidstone. The business has now secured additional space at Crossways Business Park in Dartford, bringing its operations closer to the capital.

The new office is designed to accommodate an increase in the sales team and boasts new meeting rooms, leisure facilities for staff and picturesque surroundings.

Stuart Griffiths, CEO of True Telecom Comments, "I am very proud of the how True Telecom has expanded in the past year, which has made it imperative to move into a new office. Our fierce growth is testament to the hard work and dedication of all members of the team, which continues to drive our brand and our business forward. We've also made a number of important staff acquisitions, to support the business as it grows. The new office not only gives us the capacity we need now, but also allows for our projected growth in the future."



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