

## ZEN PARTNERS VANILLAIP TO PROVIDE NEW UC OFFERING

Zen Internet has partnered with UK cloud services provider VanillaIP to bring a BroadSoft-based, UC solution to its UK channel.

By leveraging the combined strength of the two companies, Zen believes it can offer channel partners a more sophisticated offering as the cloud market evolves.

With a wide array of customers it was important any solution addressed the whole market spectrum and had the scalability and automation to support Zen's largest customers. A key element in enabling this, and in combining Zen's connectivity and other services, was VanillaIP's Uboss portal.

Stephen Warburton, Managing Director, Zen Channel Partners, comments: "The market is moving beyond Hosted PBX where you are essentially replicating PBX service from the cloud, to a solution that is more apps-based than device-based. The continual R&D VanillaIP demonstrated in adding their own services to the BroadSoft platform convinced us they had the innovation we need."

Stephen adds: "One of the challenges for us all is how do we package complex technology solutions in a way that our customers will understand? Uboss lets us do this".

Underlying the new partnership is Zen's robust connectivity with an Assured service which supports IP voice traffic only, along with a Converged service which supports prioritised IP Voice Traffic and Data.

Dave Dadds, CEO at VanillaIP, adds: "We are delighted with this partnership. Zen Internet is a long-established network services provider and a technology supplier trusted by its reseller channel and thousands of customers."

The new Cloud UC offering will combine BroadSoft cloud PBX, apps and call centre with third party apps such as the Unity suite. Uboss will unify these within a single portal, while also providing reporting and self-service for end users. As Stephen comments: "The channel needs to move beyond a one bundle fits all approach. Customers are embracing cloud in all elements of their business, they are aware of the possibilities and we need to present them solutions that are more tightly aligned with their own requirements".



Stephen Warburton

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