



The company had two stands at Channel Live including a lounge area for holding demonstrations plus an 'Ideas Tank' for channel seminars talking about things we see in the market and how we can help the channel. For example, transitioning from CAPEX to OPEX. We have taken on many traditional CPE resellers and we have helped and shown them how to make the move to OPEX."

Gibbs suggests that the road to success for a CPE reseller is to initially deploy on the basis that 50% of the value is on a lease and 50% is on recurring and then over time adjust the model to mostly recurring. It must work as they ran three seminars a day!

Gibbs concludes, "We are at Channel Live to meet more partners. The hardest challenge, with 94 hosted suppliers operating in the UK, is how do you differentiate? At the show we aim to build on the 60 resellers we have got already – plus see all the new technology on display. We are taking on partners because THEY want to be different and are fed up constantly seeing the same products in the market."

It was good to see Croydon based long time supplier of hosted telephony services VanillaIP at Channel Live.

A Rubik's Cube themed exhibition stand invited delegates to let the company 'Solve their cloud puzzle'.

The key to VanillaIP's successful longevity in the market has been their in-house product development team which has continually enabled the firm's ability to differentiate their offering. Central to that differentiation is their unique UBOSS orchestration and management platform which has gained VanillaIP successful access to US based Broadsoft platform owners.

VanillaIP just recently announced total integration between the Uboss and Htek SIP handsets which means that for the first time the handset firmware, services and button features are all driven from Uboss for the tightest possible feature integration including true Key & Lamp working, allowing resellers to deploy key system functionality popular on Panasonic and Toshiba systems.

Dave Dadds, CEO at VanillaIP explained, "Key systems are deployed in their thousands in all types of SMB customer environments and this was a recurring feature request from our channel. We are committed to helping our resellers address all market segments and getting key and lamp working on a cloud platform is, we think, a first in the UK market."

Phil Reynolds, Joint CEO at Oak Innovation, told us that his company had re-established relationships at Channel Live.

"We work in a channel community and need to be seen by our presence at the event as supporting that channel. Channel Live is clearly the only show of its type and therefore unique in the opportunities it presents in terms of meeting up and networking with clients.

Oak's 100% focus on the channel works well for us. We were located direct adjacent two of our biggest partners, Daisy and ShoreTel – in fact all the key channel players were there.

Our theme for the show was 'customisation'. We believe there is a new and more current definition of the term mid-market. It is no longer solely defined by size but instead more likely to refer to the level of sophistication the user is looking for. Channel Live has therefore enabled us to successfully present and demonstrate this thought leadership to the Channel."

Distributor Exertis was getting excited about a number of products on their stand including the new NEC SL2100 phone system which has replaced the previous SL1100.

John Bird, Head of Systems and Support Services at Exertis, said the new NEC systems was very easy to install and had 'more wizards than a party at Gandalf's'.

"The system has InApps in skin on the system CPU meaning no PC or server is

**"We are seeing the rise of the ultimate converged partners that can offer businesses everything they need to operate successfully. So, the only problem for the Channel is how do you combat someone that does it all?"**

Adam Harris, Director at Fresh Mindset