If the fire alarm forces everyone out of the building whilst you are delivering a live webinar it is game over surely - **'Not in our world!'** say VanillaIP Head of Channel Sales Lee Houston.
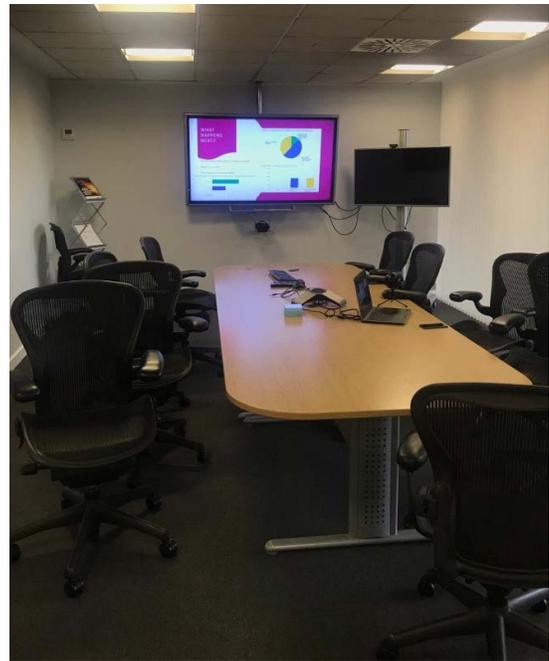
Today (11th October 2018) VanillaIP were delivering a webinar about their fantastic new PBXIT programme designed to support PBX resellers migrate to cloud before selling out and achieving the biggest possible return on their life's work.

'And it was all going swimmingly' Lee commented, 'until first a fire door alarm went off and then the entire building alarm forcing the evacuation of all VanillaIP staff and the 21 floors above us.

Fortunately for us, but not for him, our Sales & Marketing Director Iain Sinnott, was working from home as his back had collapsed (again!). He was set-up as my co-presenter so when the alarm went off we just muted the

office phone and headed quickly for the fire exit leaving Iain to finish my section and then deliver his own. In what feels like perfect timing, the marketing team and I were allowed back in just as Iain covered the last points of the programme and I hopped back on to conclude the Q&A section.'

Iain Sinnott summed up the experience by saying 'I can't think of a better way of high-lighting why moving to cloud communication solutions is such an important opportunity for all businesses, big or small. We had a very engaged audience of busy business people who had given up some of their morning to attend this webinar, thousands of pounds of salary and umpteen man hours which were not wasted because our normal methods of working mean we are running Business Continuity (BC) instead of Disaster Recovery (DR).

The difference being DR requires pain first, BC means technology protects you from any pain. It's even helping my back pain thanks to a sit/stand desk and all the VanillaIP clever stuff.'

If you want to 'Live it' rather than just 'Talk about it', or if you want to join the PBXIT movement, why not get in touch with the VanillaIP team today.