

## COMMENT: TIME FOR A CLOUD JOLT



Iain Sinnott

UK CLOUD communications resellers need to understand that now is the time for a compelling event which drives the core UK SME business community away from the traditional dial-tone based world of PBX and into the new world of UC. Why now? Because if they wait much longer it will be the technology giants like Microsoft,

Cisco, Facebook and Google that pocket the rewards for this inevitable transition.

PSTN switch-off, the public's demand for a move from voice to omni-channel contact options, and the increasing commercial benefits of automation over manpower investment are the nearest things resellers are going to get to compelling events. Before they lose their relationship advantage, they need to pick a weapon and inspire their bases and their prospects to move – and move now. Once they are the cloud provider and once they have blended the best services from different suppliers together, they can relax in the knowledge the customer is harder to steal. However, in this fast-paced technology market, they should avoid relaxing for too long!

Resellers who still have their income based in traditional PBX have the most to lose if it is the global players who bring the conversion proposition to the forefront, as they will not even be involved in the battle. They will be considered a much-loved supplier of the past but out of touch with this fast-moving cloud-based market – and although this is a fight not a lottery, you do have to be in it to win it.

It is up to the reseller community, supported by the independent service providers, to grasp the market, give it a shake and deliver the tangible productivity and commercial benefits the cloud communications world can deliver. Only then will resellers earn the profits they really deserve.

**Iain Sinnott, Sales & Marketing Director, VanillaP**

# ECS Security spins out following MBO

ECS Security's spin out of the Group business last month followed a MBO backed by PE firm Livingbridge and debt from Bank of Scotland.

The MBO, led by David Calder and Nathan Dornbrook, creates one of the largest independent security services companies in the UK serving FTSE 250 organisations.

The former ECS Security firm will be known as Adarma with a headcount of 250 staff.

Calder, the MD and co-founder of Adarma, said: "Our decision to create Adarma reflects our intent to focus exclusively on the security space and FTSE 250 organisations across a broad range of industries.

"Typically, our customer base consists of larger organisations that accept attacks and breaches are inevitable. They realise that it is not a case of if, but when they will face critical security incidents and they want to be prepared for this."

Livingbridge Partner Matthew Caffrey added: "This was an opportunity to partner with a team that can build a business of real scale in the growing cyber-security market."

Simon Sweeney, Director, Strategic Debt Finance at Bank



David Calder

of Scotland, noted: "Ambitious firms like Adarma are a key driver of Scotland's economy, which is why we've committed

to lend up to £1.6bn to help Scottish businesses realise their growth ambitions this year."

Paul Thomson, Group Chief Executive at ECS, stated: "Over the last six years ECS's security business has grown rapidly.

"It makes strategic sense for ECS Group and Security to separate, allowing both companies to focus on their expertise.

"For Group, this also enables us to expand our core offerings in digital transformation in key markets like enterprise IT infrastructure and public cloud, as well as investing to build out other areas of the business."