



PRESS RELEASE

Research Finds IT Channel Positive About Turning Up Volume on Voice

New NCONNECT study shows UK IT resellers' readiness to encroach on traditional 'comms dealer' territory for lucrative channel cloud telephony opportunities

London, 30th July 2014 – IT resellers are ready to convert the cloud telephony opportunity, even though many have never sold voice before. That's among the key findings of a recent study by NCONNECT that highlights the growth opportunity in telephony services in the age of scalable, high-reliability cloud technology with minimal technical skills requirements and other low barriers to entry.

More than 9 out of 10 Resellers Believe Voice is a Buoyant Market

...
9 of 10!

With the decline in traditional hardware sales and other seismic changes in the B2B IT market, resellers agree almost unanimously (in 92% of survey responses) that voice opportunities are the same if not better than they were three years ago, with a full one-third seeing definite growth in this area over that time.

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60% Ready to Add No Hassle, Easy To Sell Telephony to Portfolios

... *60% would take advantage of simplicity ...*

Many of the resellers asked considered themselves the prime IT supplier to the majority of their customer base, reflecting the extent to which many enterprises lean on core IT providers with multi-disciplinary capabilities. Of these, 60% would take advantage of the simple, no-barriers-to-entry revenues from cloud telephony by adding it to existing customer offerings.

Resellers Realistic About the Challenge of Entering New Markets

IT-centric resellers were frank about the concerns and risks associated with selling more voice services, or in many cases selling voice for the very first time. The biggest obstacle for 55% of respondents was how adding voice might appear to dilute their customer offering. For 36% of respondents, the prime worry was the competitiveness within the existing voice market and the need to have compelling and differentiated solutions.

The findings are based on research conducted in June 2014 by cloud telephony provider NCONNECT among a pool of UK-based IT resellers with annual turnover of less than £5m each. In total, 52 senior decision makers from each reseller responded to the survey.

*... why leave
money on
the table ..*

“IT resellers must celebrate and exploit their hard-earned specialisms, but why leave money on the table when you’re trusted by customers to deliver on their requirements?” said Rami Houbby, UK Managing Director of NCONNECT. “There is a real opportunity for the IT channel to take advantage of cloud to breakthrough into new voice revenues. According to the Cloud Industry Forum, nearly 80% of UK organisations have now formally adopted at least one cloud-based service showing just how far the market has come in understanding and accepting cloud IT. The demand for cloud telephony will only increase.”

Thank you for your interest: for any further information, we should be happy to arrange an interview for you with Rami Houbby. Please contact the person named below. We are also happy to provide you with visual material which may be printed free of charge.

About NCONNECT

NFON's UK entity, trading under the NCONNECT brand, was established in April 2013 to extend robust and reliable business communications services to UK enterprises with no minimum contract term. NCONNECT uses the BT network for UK number allocations, porting and call terminations. NFON AG, with over 100 employees and its headquarters in Munich, is the leading European provider of high-end Cloud-based telephone systems (Cloud PBX). It offers today's best business communications solutions for companies employing between 2 and 249,00 people. NFON's large range of features provides exactly what businesses of any size - whether small or large – need. NFON purposely dispenses with complicated and unnecessary features as well as insignificant short-lived trends. The cloud-based system guarantees that customers will always be at the forefront of the latest technology by providing free lifelong updates. And this comes without high running costs for the user, because ease of use is central to the cloud-based solution. In addition, there is great potential to make savings: there are no charges for separate lines or systems hardware, and thanks to Pay-per-Use and flexible scalability of extensions, you can save up to 50% of the costs of conventional telephone systems. Over 7,000 customers throughout Europe have already put their trust in NFON. NFON is already operating in twelve European markets, including Austria, Switzerland, the Netherlands, Croatia, Hungary, Romania, the Czech Republic, Slovenia, the Republic of Ireland, Turkey and the UK.

www.nconnect.com

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