

NCONNECT signs up 50th reseller partner in time for the New Year

Simplicity and scale driving success of channel proposition among both comms and IT reseller partners.

Cloud telephony provider NCONNECT, the UK subsidiary of cloud telephony specialist NFON AG, has achieved a notable half-century with news of the 50th reseller to join its partner programme. Leigh based Key Computer Applications Ltd has added NCONNECT to its telecom portfolio to satisfy growing demand among enterprise customers for flexible, scalable telephony services with a comprehensive feature set, no hardware installs and a subscription based pricing system.

*GROWING
ENTERPRISE DEMAND
FOR FLEXIBLE, SCALABLE
TELEPHONY SERVICES*

"Business has been booming for NCONNECT over the last 12 months, and we feel proud, excited and vindicated in achieving this milestone," said Rami Houbby, Managing Director at NCONNECT. "Real cloud telephony isn't the same as a fudged hosted/collocated offering, or renting some space on a VoIP softswitch. Partners who come to us have tried those approaches and been left hungry for a truly differentiated service capability that only we've been able to satisfy."

NCONNECT's partner programme, incorporating Platinum, Gold

*PARTNERS GAIN
EXCLUSIVE*

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and Silver levels, provides qualifying resellers with exclusive high-margin access to Europe's largest cloud telephony platform as well as lead generation/marketing support, pre-sales consultancy, lifelong commissions, evaluation kits and training with the European NFON university.

*HIGH MARGIN ACCESS
TO EUROPE'S LARGEST
CLOUD TELEPHONY
PLATFORM*

"Our customers are not only interested in the benefits of cloud, but their consumption habits for enterprise technology are also increasingly subscription-based and demanding of maximum features, scale and flexibility," said Jonathan Heaton, Managing Director of Key Computer Applications Ltd. *"The NCONNECT partner programme offers us some very positive benefits and opportunities, and we're keen to get the technology in front of existing and new customers as soon as possible."*

As Key Computer Applications Ltd proves, IT resellers are beginning to see the benefit of adding pure cloud telephony to their portfolios. Houbby continues, *"We embrace the comms industry, but in fact 40-50% of our partners are traditional IT resellers, many of whom have struggled in the past to get on board with a telephony partner because of prohibitive accreditation and skills barriers. Voice and data convergence might as well have not happened all those years ago, because it's taken until now for IT resellers to encounter an enterprise grade voice proposition that they don't need telephony skills in order to sell."*

For further information and interview arrangements please contact the people named below.

About **NFON AG**

Business communication worldwide is undergoing the greatest change in its history. Investing in a cloud-based telephone system is a better way for businesses to guarantee against future changes in technology. NFON offers companies with between 2 and 249,000 employees the best solution on the market. 160 high-end features, excellent reliability, savings on costs and essential security features all contribute to NFON being Europe's

About **NCONNECT Ltd.**

NFON AG's UK entity, trading under the NCONNECT brand is based in London. Managing Director: Rami Houbby

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market leader. NFON AG operates in 12 European countries and is run by CEO Rainer Koppitz and four senior executives, with its head office in Munich.

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