

Prodrive sets the pace with cloud telephony from NCONNECT

Aston Martin Racing and cutting edge engineering operations all benefit from more reliable, higher quality, lower cost business communications.

World famous motorsport and engineering innovator Prodrive is the latest successful UK business to adopt cloud telephony from NCONNECT, achieving consistent high quality communications across its 400+ employees and smoothing its transition to new premises with minimal capital costs and barely any user training. The NCONNECT cloud telephone system is also now the communications keystone for all Prodrive motorsport teams participating at circuits around the world, including Aston Martin Racing.

*NCONNECT:
THE KEYSTONE
IN COMMUNICATIONS*

"Our business has always been about striving to win through a meticulous approach to quality, performance and reliability, and we've found a fitting partner in NCONNECT to deliver our communications needs," said Michael Cloete, Head of IT at Prodrive. "We've gained immediate benefits through the flexibility, manageability and OPEX-based pricing of the system, but it's the long term vision for communications that made NCONNECT the stand-out choice."

Press Release



8th October 2014

With six World Rally Championships and four Le Mans titles to its name, Prodrive has been a major player in motorsport for 30 years and currently operates Aston Martin's global race programme, as Cloete explains: *"When our team travels to an international race circuit, they take everything they need to be successful, including reliable high quality communications. With the NCONNECT system, all they need to do is take handsets to plug into a broadband connection and their pit wall presence pops up as an extension as if they were in the garage in Banbury. When they're on the move, they use the NCONNECT app on their smartphones."*

Combining motorsport activities with other business operations in vehicle engineering, composites and merchandising. Prodrive relies upon communications between multi-disciplinary teams to deliver the highest standards of expertise to customers from all over the world. Prodrive felt it needed a long term change to its telephony system, and found NCONNECT the optimum choice when the opportunity arose to relocate hundreds of staff from 12 separate buildings into a single, 110,000 sq ft purpose-built facility.

*LONG TERM
CHANGE: NCONNECT
THE OPTIMUM
CHOICE*

"The people at Prodrive are all about showing how you can take technology to the limit, and they certainly do that with their communications requirements," said Rami Houbby, Managing Director of NCONNECT, the UK subsidiary of Europe's market leader in cloud telephony, NFON AG. *"Prodrive's big relocation project is showing just how easy it can be to manage change with a system like ours, and proving that a superior communications platform makes far more commercial sense on a monthly payment model compared to the huge up front capital, integration and training investments necessary with other systems."*

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

About the **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 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.

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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