

# PRESS RELEASE

## Digital Phone powered by NFON: O<sub>2</sub> launches Cloud-based telephone system for business customers

**Munich & London, 16. Juni 2014** – As of now, Telefónica has a new product in its portfolio for its O<sub>2</sub> commercial customers in Germany: 'Digital Phone powered by NFON' combines all the features of NFON's Cloud-based telephone system with the appeal of O<sub>2</sub>'s performance.

O<sub>2</sub> is offering its commercial customers a ground-breaking package at an unbeatable price, based on the technology of Europe's market leader in Cloud-based telephone systems: for less than ten Euros per month, customers have access to NFON's over 160 high-end functions as well as flat rates for calls to all German mobiles and landlines – and all this with just one bill.

*... a ground-  
breaking product  
at an unbeatable  
price ...*

"Digital Phone is the next generation in business telephony" says Peter Wienand, Vice President of B2B Solutions at Telefónica, Germany. "The new telecoms solution can be individually customised and ensures even more flexibility and cost efficiency for your business. With NFON AG we have been able to implement Europe's leading Cloud-based telephone system."



**NCONNECT**  
an nfon uk ltd brand

*... Commercial telephony is undergoing the greatest change in its history...*

### Real advantages for customers

For Rainer Koppitz, CEO of NFON AG, it is exactly what is needed. "Commercial telephony is undergoing the greatest change in its history and businesses can profit massively from this. Whoever invests in 'Digital Phone powered by NFON' is getting the best telephone technology along with business flat rates at an unbeatable price. It is the most innovative and intelligent product for business communication today and for the future! Telefónica, Germany, is the first carrier in Europe to bring such a complete and impressive package to market."

*... sales of the Digital Phone product are exclusively through Telefónica ...*

### Focus on Small and medium-sized businesses

The new package is particularly suitable for small and medium-sized businesses. Sales of the 'Digital Phone' product are exclusively through Telefónica, Germany, and their own account managers who have been extensively trained by NFON, as well as their qualified partners. First-Level-Support is also provided by Telefónica.

"We have been particularly impressed by the cooperation and the well thought-out marketing concept of O<sub>2</sub> Unite and Digital Phone: the account managers will have a state of the art interactive App to hand which will enable them not only to advise customers individually on the spot but also to set up a customised package for them there and then," says Jürgen Städing, CPO at NFON AG.

*... 45 percent of IT-decision-makers rely on their carrier when it comes to deciding on a Cloud-based*

Sales through Telefónica are backed up by the study 'A radical Change in Business Telephony?' which was undertaken on behalf of NFON AG by independent market analysts and business specialists Pierre Audoin Consultants. According to this study, 84 percent of IT decision-makers seek advice from external sources when it comes to deciding on a Cloud-based

telephone system ...



**NCONNECT**  
an nfon uk ltd brand

telephone system, with 45 percent of them placing by far the greatest trust in their own carrier, that is in their own telecoms provider, during this process – a factor which the dissemination of 'Digital Phone powered by NFON' will continue to accelerate.

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

#### **About the NFON AG**

NFON AG'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, based in West London, 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. The Cloud-based system guarantees that customers will always be at the forefront of the latest technology by providing free lifelong updates. In addition, there is great potential



**NCONNECT**  
an nfon uk ltd brand

to make savings: there are no charges for separate lines or system hardware, and thanks to Pay-per-Use and flexible scalability of extensions, customers 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 AG. is operating in twelve European markets, including Austria, UK, Switzerland, the Netherlands, Croatia, Hungary, Romania, the Czech Republic, Slovenia, the Republic of Ireland and the Republic of Turkey.

**[www.nconnect.com](http://www.nconnect.com)**

**Contact for journalists**

UK

Andy Parker / David Evans

Cohesive

Telephone 01292 626200

E-Mail [nconnect@cohesive.uk.com](mailto:nconnect@cohesive.uk.com)

International

Thorsten Wehner

Vice President Public Relations

NFON AG

Telefon +49 89 45300-110

E-Mail [thorsten.wehner@nfon.com](mailto:thorsten.wehner@nfon.com)