

Pragma hits iPECS Cloud start button

ERICSSON-LG distributor Pragma unveiled iPECS Cloud to partners during its annual conference held at Whittlebury Hall near Silverstone on February 4th. The launch comes at a time when Ericsson-LG's confidence in the UK market has ascended to a ten year high.

The Pragma-Ericsson-LG partnership is paying dividends with a 30% rise in sales of on-premise systems last year and significant advances made into the mid-market and larger enterprise space; and in a show of bullish ambition the vendor is eyeing third place in the UK vendor league having moved up to fifth position in MZA's latest market report.

Will Morey, Director and co-founder of Pragma, said: "Cloud evangelists say that the PBX is dead and cloud is the only option. That isn't true. But cloud is showing healthy growth and our partners expect an increasing proportion of their customer base to move to the cloud over the next few years.

"Therefore we've made significant investments in taking iPECS-CM and turning the product into a fully virtualised feature rich and reseller friendly cloud platform."

iPECS Cloud has four engagements models: Dealer, reseller, VSP and full service provider. And everything is wrapped into a portal with four levels of access.

Ericsson-LG has a clear roadmap to develop new features, functionality and capabilities for iPECS Cloud with version two planned for release in May, version three in September and another next year.

"Every step of the way Ericsson-LG ensured that iPECS Cloud upholds a reseller-



Will Morey

centric business model with a strong commercial proposition, simple deployment and bundles for leasing propositions," commented Morey.

"Proprietary and feature rich functionality is also key. All on-premise kit is cloud-ready, so customers can move to the cloud 'as and when', and partners can build up these future upgrade opportunities."

Pragma partner Lily Comms MD Chris Morrissey welcomed news of Ericsson-LG's progress. "With the launch of iPECS Cloud we are able to offer our prospective and current clients a choice of on-premise, hybrid or cloud communication systems without sacrificing features, all under the Ericsson-LG brand," he stated.

"No longer is Ericsson-LG a telephony manufacturer, it is a communications provider focused on applications and software in addition to the base proposition which is telephony.

"This aligns with how we are positioning ourselves in the market, not as a telephony provider, but a communication solutions specialist."

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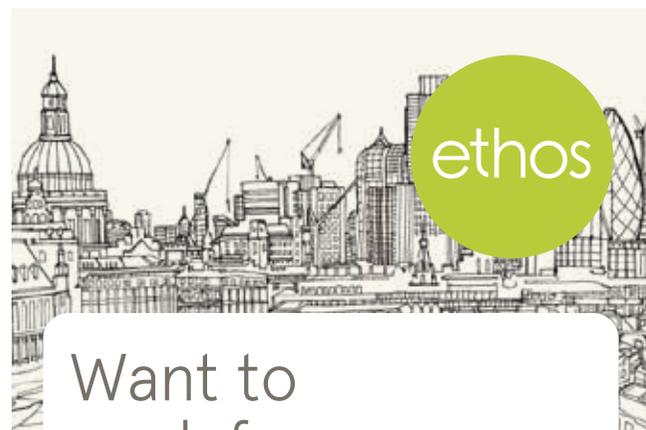
Nimans has entered the computer market following a link-up with audio and video manufacturer Venturer to offer resellers two-in-one mini Windows notebooks. "Teaming up with Venturer is another example of how Nimans continues to diversify and evolve," said Group Sales and Business Development Director, Richard Carter.

telent Technology Services has teamed up with Unify to offer the OpenScope Voice solution as part of its new telentConnect service, in addition to rolling out OpenScope Voice across its own operations in the UK and Ireland.

Rob Tomlin has been appointed MD UK & Ireland of Azlan, Tech Data's value enterprise division. He joined Tech Data when the company acquired SDG in September 2012 and takes over from Andy Gass, MD UK & Ireland for Tech Data, who also acted as head of Azlan.

IT distributor Entatech UK has settled its legal battle with the liquidators of Changtel and is now solely owned by Stevinson Capital. Dave Stevinson, Entatech MD, said: "We believe the settlements eradicate all uncertainty, enabling Entatech to go forwards with purpose and confidence."

Jola Cloud Solutions has opened a new office in Stapleford, Nottinghamshire, to house its growing provisioning and support departments. Andrew Dickinson, MD, said: "We have over 100 partners to support and it is important to make sure that we recruit an experienced and effective team to retain responsiveness and satisfaction targets."



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