



we are
pragma
 unified technology



HEAD OFFICE

iPECS

iPECS is an Ericsson-LG Brand



Partner for Growth

Why Ericsson-LG?

GLOBAL MARKET LEADERSHIP with presence in over 60 countries

10M+ USERS and growing

TOP 10 in Gartner's high growth vendor analysis

DEEPLY ROUTED IN COMMUNICATIONS, with the ability to leverage decades of experience in designing business-ready PBX solutions

R&D FOCUSED to deliver innovative communications technologies

RELIABLE AND RESILIENT data centre infrastructure

AWARD WINNING - Best SME Telephony Solution 2017 & 2018

A SINGLE, SCALABLE PRODUCT to address the needs of 5 - 30,000+ users

#1 in South Korea, Russia, Israel and Australia

AN END-TO-END PORTFOLIO that covers everything from cloud solutions and on-premise communications systems through to headsets, handsets, and mobile and desktop apps

MARKET LEADING DISCOUNTS and reseller profit opportunities

25+ YEARS helping UK businesses grow

A SINGLE POINT OF CONTACT in the UK, supporting you every step of the way



Swedish innovation meets Korean technology

Ericsson-LG is a joint venture company between Ericsson and LG Electronics. The combination of two of the world's largest technology companies helps enable the seamless delivery of market leading communications solutions to enterprises of all sizes.

Ericsson-LG is one of the world's most innovative unified communications companies, providing future-proof solutions that can easily be deployed on-premise, on cloud or as a hybrid.

Give your customers future-proof communications solutions that grow with their business



With iPECS CLOUD, your customers get a full telephony feature set - giving them the communications tools they need to succeed



Unleash the power of their networks by leveraging modular distributed architecture through a TRUE IP COMMUNICATIONS PLATFORM



Enable scalability with EASY SYSTEM CAPACITY EXPANSION modules and licences that can see them scale from 5- 30,000+ users without breaking a sweat



A SIMPLE, EASY-TO-USE PORTAL, enabling your customers to easily manage their communications platforms, devices and applications by giving their IT support and security teams the tools they need



iPECS UC technology provides the platforms your customers need to grow and evolve their communications to fit their business needs.

With iPECS, you can deliver a tailored communication experience for your customers, regardless of whether they need basic telephony, unified communications and collaboration or the economies and flexibility of cloud.

All core iPECS platforms operate the same software and feature set, ensuring complete interoperability across handsets and applications while helping you build true customer focussed solutions.



EVOLVE existing Ericsson-LG technologies - build on the features and functionality that supports and connects your customers



Deliver the power of a fully-fledged PBX through a cloud service with iPECS CLOUD



Give your customers the ability to experience INTUITIVE MOBILITY with the tools integrated into iPECS



Provide seamless UNIFIED COMMUNICATIONS capabilities with a consistent interface across multiple devices and support everything from voice and video communication through to web collaboration, presence and messaging



Give them peace of mind with our TRULY RESILIENT ARCHITECTURE with geographic redundancy and transparent networking - build highly resilient multi-site UC infrastructure



Meet the needs of every user with IP, DIGITAL and SIP END-POINTS

Strengthen your product portfolio
Become an Ericsson-LG reseller with Pragma

START HERE

The Pragma Advantage

Scalable solutions, greater profit margins, an extensive product portfolio and dedicated support.



Pragma is the UK distributor for Ericsson-LG iPECS unified communications technology.

At Pragma, our focus is on supporting reseller growth, that's why our dedicated sales, technical and marketing teams are there to support you every step of the way.

Our relationships with resellers aren't just transactional. By leveraging our knowledge of distribution, reseller's needs and changing technologies, we work as an extension of your business to make sure that success is mutual.

In 2018, we have



Provided
1,000+ hours
of sales training for our
partners across the UK



Successfully handled
more than
8,500 support requests
from partners



Carried out installations on behalf of
partners to enable their customers to
increase their capacity by over
4,000 seats



Spent over
500 hours
on reseller events and
incentive programmes



Created
100+ pieces
of end-user focussed marketing
collateral for our resellers



Delivered
100s of hours
of cloud and on-premise
technical training



Delivered
100s of hours
of demo support
sessions

All to ensure a 4 week turn-around for new partners, from
sign-up to first order/installation

What Our Partners Say

We enjoy working with and would thoroughly recommend Pragma because they are focused on building relationships and addressing our needs. They provide all the support and training our sales team need to win deals, along with excellent technical backup from their support team. Their product portfolio allows us to offer winning solutions to our customers whilst crucially retaining great margins. Whether I want a technical question answered or support with a particular opportunity I know that any member of their team is just a phone call away.

Ralph Gilbert,
Owner and
Managing Director



Pragma's systems, support and training have really empowered us to add value to our customers and importantly our bottom line. Our team have really embraced selling the Ericsson-LG iPECS range mainly due to the training, and of course the margin. Being relatively new to the systems market we are really pleased with our decision to choose Pragma as our preferred systems provider.

Steffan Dancy,
Managing Director



Since working with Pragma our business has grown significantly. The sales and marketing assistance from Pragma directly led to an increase in both our win rate and our ability to close business on the first appointment. Their commitment and focus on our business is unquestionable and makes a big difference to our success. Leading with the Ericsson-LG iPECS range gives our team huge confidence as customers already know and trust those brands. iPECS platforms and applications mean we can deliver true solutions for our customers. With Pragma support we were recognised as Reseller of the Year at the recent Comms Business Awards. There is no doubt that Pragma and iPECS have contributed towards our development and we look forward to building an even closer partnership over the coming years.

Adrian Jackson,
Owner and Director



Berry Telecom's Ericsson-LG Vendor Switch Journey
Pragma Technology

Click to watch Berry Telecom's journey to becoming an Ericsson-LG reseller

What Our Partners Say

So many times in the past we have taken on a new product, with great enthusiasm from the supplier and super-fast training for sales staff, only to find a lengthy wait to be able to bring our engineering teams up to speed. With Pragma it couldn't have been more different. They know that selling the product is only half the battle and have taken the time to make sure we were ready to hit the ground running. With a genuine passion for their product, impressive level of understanding and sincere willingness to share their expertise, Pragma are a partner like no other. Visiting us no less than six times within the first few weeks of our partnership, Pragma made sure they were with us every step of the way as we found our feet with the new products. We'd love to say we'd recommend everyone to work with them...but we don't want to share!

Claire Baker,
Managing Director

chalvington
GROUP

Pragma are the ideal distributor and partner. Not only do they have all the knowledge needed in order to help train our staff and keep us up to date with the current technology, their customer service is second to none. Their commitment to the companies that resell their products can be demonstrated by our growth - we have doubled our customer base and our team. We have put in a lot of hard work ourselves, but having Pragma at the end of the phone, with their staff more than happy to go over and above to help us reach our goals, is a fantastic asset and one we are truly grateful for.

Matt Croxford,
Owner and
Managing Director

CITYTALK
GROUP



Partner for Growth With Pragma and Ericsson-LG:

[START HERE](#)

The Team

Our team is passionate about your success and we would welcome the opportunity to understand more about your business and how we can work together.

Please contact any member of the Sales team on the numbers below.



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