

NEWS ROUNDUP

LIVERPOOL-based SysGroup is opening a new sales and marketing hub in Manchester City Centre to attract local talent and beef up its influence in the north west. "We are keen to expand further in the region geographically to meet a growing demand from new and existing clients, while also opening ourselves up to the talent pool in Manchester," said CEO Adam Binks. The AIM-listed IT managed service provider is looking to recruit 10 new roles in the north west during the next 12 months and a further 20 in the next three years.

WELCOMM Communications' Bake Off and auction event has raised £10k for Leicestershire-based LOROS Hospice which provides care and support to terminally ill adults, their families and carers. The funds will help LOROS Hospice provide its usual service despite a £2m drop in funding due to the pandemic. Rachel Williamson, Operations Director at Welcomm, said: "We smashed our £10k fundraising target with the Bonkers Bake Off and this could rise to £12k once the final auction lot donations are in. Hopefully people will continue to donate to the amazing folk at LOROS."

Westcon ties up with 8x8



John DeLozier

8X8'S global presence and Westcon's influence in the UCaaS and CCaaS markets are set to strengthen following an agreement that gives distributor Westcon partners access to 8x8's public cloud solutions via a wholesale model.

John DeLozier, 8x8 SVP & global channel chief, said: "As organisations shift to distributed workforces and an operate-from-anywhere model, the need for integrated cloud communications and contact centre platforms for enhanced employee and customer engagement is increasingly in demand."

Commenting on the link-up, Rene Klein, Senior Vice President, Westcon Europe, stated: "We have been appointed by 8x8 as a strategic partner in driving the growth of the company's channel business in the UK and Ireland.

"Our track record in collaboration and communications technologies, combined with our recent growth in cloud and managed services providers puts us in a position to support 8x8's business goals."

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PRD cloud billing aids Westcoast

PRD's cloud billing solution has been credited as a catalyst for distributor Westcoast Cloud's scale up from £18m to £80m per annum in billing over the last four years.

The platform was designed by PRD at Westcoast's request to aid its resellers in billing cloud services, licences and cloud usage. Westcoast now plans to introduce the solution to its network on a resale basis.

PRD MD Simon Adams commented: "An increasing number of our telecoms customers are diversifying into Microsoft Azure and cloud consumption services, and our converged platform enables resellers to deliver one bill from a single platform.

"With a billing system for subscription and consumption services we want to take the unnecessary layers of admin and margin for error away from distributors and resellers."



Simon Adams

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LONDON-based tech provider Redsqid has earned Carbon Neutral status after offsetting 100% of its 2020 emissions and hopes others in the industry will follow suit. CEO Sohin Raithatha said: "In the UK, businesses account for over 85% of total greenhouse gasses, and I feel that every business owner must live up to their responsibility." Through a partnership with Carbon Neutral Britain, Redsqid is currently supporting reforestation in Nicaragua, wind power in the Philippines and hydroelectric power in the Amazon.

ROSSENDALE-based reseller Matrix247 has kicked-off a buy and build strategy with the acquisition of Task Office Systems to add Microsoft Office products, IT support, digital photocopiers and document management to its current range of services. Matrix247 is working with growth consultants Cube Thinking to target £10m turnover by 2024 and expects more acquisitions in the coming months. The Bolton-based print specialist takes Matrix247's total headcount to 40 and has prompted a company restructure into three divisions – telecoms and mobile services, managed IT and digital print with document management.



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