

Press Release

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Ipitomi launches channel partner programme

For 10 years, Ipitomi – a leading provider of converged services – has established its credentials in the reseller marketplace by selling its advanced portfolio of IP solutions through the UK’s major Business Centre operators. Under the scrutiny of some of the UK’s most demanding resellers, Ipitomi has successfully deployed not only a first-class hosted Cisco Unified Communications Manager solution, but also its bespoke intelligent administration and billing systems. These integrated systems have played a major role in explaining why Ipitomi has proved to be so popular among channel partners. Its carrier-grade online billing systems allow analysis of live traffic data, adding further peace of mind when it comes to cost control. These systems have allowed Ipitomi’s resellers to deliver a high level of customer service and satisfaction to their corporate and SME customers, including major players in the financial services, energy and business services sectors.

Ipitomi’s annual growth of 40% and continuing success is also marked by Cisco recently confirming that Ipitomi had achieved the largest hosted IP telephony roll-out in the UK and one of the largest worldwide.

Ipitomi is now seeking new channel partners to take this solution to market initially through introducer agreements. Apart from encompassing all of Cisco’s Unified Communication Manager features and functions, Ipitomi’s hosted platform delivers many additional benefits. These include leading features such as Windows, Outlook and Web integration (Click to Dial) as well as seamless mobile extensibility and hand-off, allowing resellers to capture the 30% of mobile calls made from the office and revenue from mobile calls in Wi-Fi hotspots. Ipitomi’s leading Call Recording solution already supports companies who are regulated by the FSA. These are the features which customers are now demanding and the channel needs to be able to provide.

A vision spanning a decade

Ipitomi was founded with the long-term vision of harnessing the changes in technology and telecommunications for the benefit of its customers. Now, 10 years on, the business is a major player in a competitive marketplace where differentiation is critical. Ipitomi’s extensive portfolio of services covers the full range of customer technology requirements. The company’s portfolio includes IP, ISDN, data and internet services. It maintains and manages these services 24/7, assisted by powerful yet easy to use online provisioning and support tools.

Foresight and insight

The man behind Ipitomi’s significant, sustained growth is Managing Director Adrian Coppin. With 18 years of international experience in the IT and communications industry, including the role of European IT Director at the world’s largest grossing law firm, Skadden, Arps, Slate, Meagher and Flom, it is fair to say Coppin’s foresight has been a major driving force at Ipitomi.

“This is a sector that is constantly evolving,” he says. “Every day, new technologies emerge. They may be small developments, but they have an effect on our customers’ businesses and so it is vital to make sure you’ve got that insight into what’s happening so we can thoroughly evaluate new advancements and only harness those which will commercially benefit our channel partners and their customers.”

What’s next?

Coppin sees Unified Communications (UC) as a huge opportunity for channel partners, corporate businesses and Ipitomi alike. As more companies employ a mobile workforce, delays in contacting or getting vital documents to colleagues is often to blame for wasted time according to research that shows more than one in three (36%) workers are unable to reach a colleague or client on the first attempt and that almost a quarter of projects (22%) are delayed as a result.¹

“Customers need and are demanding communications that optimise productivity and our resellers clearly want to be in a position to respond to this,” explains Coppin. “Cisco’s Unified Communications Manager is designed precisely with that in mind. We’re already offering this service to our partners and their customers are reaping substantial productivity benefits. Without a doubt, UC is going to be a major trend for the channel in the next few years.”

¹According to Sage research: “Unified Communications Applications: Uses and benefits”:
http://www.cisco.com/application/pdf/en/us/guest/netsol/ns165/c654/cdccont_0900aecd8040970b.pdf

About Ipitomi

Ipitomi provides high quality Information Communications Technology solutions (including IP, mobile, ISDN, data, internet bandwidth, conferencing and hardware provision) for organisations ranging from SMEs to large multinationals as well as specialist solutions for property estates.

Established in 1998, Ipitomi offers a comprehensive range of products and services meaning that the company can provide the right combination of services to best meet customer requirements. Ipitomi is also in an ideal position to deliver a complete, fully integrated and managed solution so that all of an organisation’s technology and telecoms requirements are met by one provider.

The Ipitomi philosophy is to combine market-leading technologies to offer organisations more productive and flexible ways of working. After thoroughly analysing and appraising new technologies, Ipitomi offers the most reliable, cost-effective and leading edge solutions. This means organisations don’t have to worry about the teething problems of new technology but are left to deal with core business activities.

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