



UC Technology Enabler



**SIPHON**  
INNOVATE • ENABLE • SUPPORT

# Company Vision & Background

*SIPHON strives to be the leading Unified Communications Technology Enabler in Europe by helping our Customers succeed in delivering Innovative, Profitable and High Quality services.*



## Awards and Accreditations



## Industry Leading Vendor Partnerships



## Customer Success Stories



## High Growth & Established Leaders

- Established in 2009 – Deloitte Fast Track50 Winner 2015
- Sole Focus on Cloud & UC Technology Enablement via Partners
- >50% of staff are hands on and accredited engineers
- 2015 Strategic Private Equity Investment



# SIPHON Market Position

## Vendors



Emergence of new disruptive UC Vendors

Cloud services replacing traditional delivery models even for legacy vendors

Blurring line between telecoms and IT vendors

Emergence of Microsoft as genuine UC Provider

Vendors using Partner fulfilment model to scale

## Reseller/Service Provider Environment



SIPHON partners with New and Disruptive UC Providers with NO legacy revenues and NO partnerships with legacy vendors



SIPHON assumes role of "UC Technology Enabler" for Service Providers and Resellers to enable them effectively deliver disruptive UC technology and Services to End Users

Fragmented reseller market and need to change to recurring revenues

Emergence of niche high growth Cloud / OTT resellers

Blurring line between telecoms and IT resellers

Drive for resellers to offer more converged services and "one stop shop"

Limited skillsets available in disruptive UC technology sector

## End User Environment

More educated End Users and general Consumerisation Trend

Increasingly complex End User requirements even in SME sector

General acceptance of Cloud technology

Driving Consumption based commercial models without upfront investment

Limited skillsets available in disruptive UC technology sector





- Clear focus on disruptive and innovative UC technologies from existing and new partners
- Extension to our Partner Product development teams to drive Innovation
- Commercial packaging that enables Partner to drive high margin product and service sales
- Proven development and testing methodology with focus on end to end Integration
- Development of operational support tools in tandem with technology



- **Highly experienced in the delivery of Cloud and UC technology, products and services**
- **Over 50% of total staff are highly skilled “hands-on” engineers with highest level of Vendor accreditations**
- **Full portfolio of Consultancy, Field Engineering & Professional Services offered on a “white-labelled” basis**
- **Focused packages built around the effective deployment of Broadworks, BroadCloud and Microsoft SfB**
- **Automated CPE ordering & Pre-configuration plus full Inventory/RMA management**



## SIPHON Support

- **Full 24\*7\*365 Technical Support Coverage on every product**
- **Flexible Technical Support & Professional Services packages tailored to support exact Partner requirements**
- **Knowledge and publication of industry & vendor best practices**
- **Strong Vendor relationships and in-house support and verification labs to manage complex issues including multi-vendor testing and escalations**
- **Investment in hardware parts and engineering services across Europe to offer on-site replacement with defined SLA**
- **“VCommitment” extended warranty with managed RMA service on behalf of partners**

# SIPHON Customer Success



**Exponential-e** needed a hosted UC platform that could be evolved to deliver truly innovative services. "We wanted to offer a true unified communications experience with instant messaging, mobile clients and collaboration rather than just a voice-oriented service. SIPHON was an obvious choice of partner as it continues to be at the forefront of innovation in this space."

*Dan Baines-Holmes, Exponential-e*



**Daisy** needed to be able to respond rapidly to requests for new technologies and services from its forward thinking customers. "Due to the timescales involved, sometimes a skills or resourcing gap exists that needs to be addressed quickly and flexibly. One of many benefits of working with SIPHON is access to the expertise and manpower to keep things moving forward while the hiring process or internal training gets underway....SIPHON's breadth and depth of knowledge makes them a trustworthy partner."

*Tim Meredith, Daisy*



**essensys** wanted to de-risk the build and deployment of its new hosted UC platform. "It was clear that access to highly skilled and experienced engineering resources would help us adapt [our management user interface] to enable interworking with the new platform. This skillset and experience is exactly what SIPHON was offering."

*Mark Furness, essensys*



**Gamma** was looking for a key partner to tackle the growth it was experiencing in the supply and pre-configuration of Polycom end points. "At Gamma, we pride ourselves on being a driving force behind the innovation of SIP-based services. The fact that SIPHON shares this vision has made them a highly valued partner for Gamma".

*John Haw, Gamma*



**AVC One** wanted to build and operate a new hosted Unified Communications (UC) platform. "SIPHON's upfront involvement in the design of the solution was crucial as its team interpreted and translated both our business and customer-requirements into a clear engineering specification...There are nine different suppliers involved in the delivery of our service and SIPHON provides a unified technical and commercial interface that spans every single one of them."

*Lee Crowe, AVC One*



**Esprit** wanted to improve the service provided by its support desk, so that it could better assist its customers without needing them to be heavily involved in the resolution process. "Previously, it just wasn't possible to use historical data to improve our service offering. It didn't take long for us to realise that the solution from SIPHON would enable us to become significantly more proactive."

*Bert Le Fevre, Esprit*



**Tancroft** wanted to expand its service portfolio with a cloud-based UC offering to clients who want to be at the cutting edge, without compromising on quality. "We were hugely impressed by the skills SIPHON was able to demonstrate in Cloud UC....We needed someone who understood how to deliver a fully integrated, end-to-end experience, together with a service wrap that would underpin the high level of service already offered by Tancroft."

*Phil Clarke, Tancroft*



**Freedom** was looking for a partner with the technical expertise to enable Microsoft Lync / Skype for Business deployments "SIPHON has uniquely demonstrated a clear and in-depth knowledge of the support we need as a leading Microsoft UC provider and they work closely with us as a valued partner."

*Greig Valentine, Freedom*





Thank You



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