

### **NetServices and Videonations take channel vision forward**

Salford-based network solutions provider, NetServices Plc., is poised to capture a greater share of the enterprise convergence market following the appointment of specialist videoconferencing reseller, Videonations, as its latest channel partner.

Videonations, which is based in Altrincham, Cheshire, specialises in providing integrated videoconferencing solutions to an international roll of clients that extends from SMEs to blue chips such as the BBC, Brother and Kimberley Clark.

With more and more companies investigating videoconferencing and virtual meetings as a method of reducing their carbon footprints, Videonations has experienced increased demand for solutions that deliver high quality services over IP. It found just such a solution in the innovative NetServices 'QoS DSL' technology, which allows high quality voice, video and data services to be delivered over standard DSL infrastructure.

NetServices' CEO, Mark Vickers, commented: "For years the channel has struggled in selling videoconferencing over IP to customers as they have not been able to install it cost-effectively. Prior to the development of NetServices' QoS products, deploying videoconferencing would have involved the installation of Ethernets or leased lines, massively increasing the cost of the project.

"Our technology, however, reverses this situation, making cost-effective converged solutions available through the channel for the first time."

The partnership between both companies is in place and progressing well, with contracts already secured.

Ian Carter, Managing Director of Videonations, added: "As a company operating at the leading edge we are always eager to harness the latest technologies. This partnership with NetServices is a huge opportunity for us as a business, as it allows us to move towards delivering video conferencing over IP, which offers major cost and quality benefits over ISDN, which incurs 'per minute' usage charges.

"We are delighted to be among the first channel partners to offer NetServices innovative new products and look forward to bringing their benefits to many customers worldwide."

Mark Vickers concluded: "Here at NetServices we are committed to working with a select network of carefully chosen channel partners whom we feel understand our business and can sell solutions effectively. We would like to welcome Videonations to the channel partnership and anticipate a long and mutually beneficial relationship."

**Ends**

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