



Cellhire CEO
unravels IoT market
conundrum p14

No-nonsense
Chief Exec peps
up Agilitas p24



VOL 29 ISSUE 8 JANUARY 2025 www.comms-dealer.com

45%
reduction
in touches in a typical
'order to bill' cycle
anvilhub.com

ADVERTISEMENT

comms dealer

40%
reduction
av. reduction in
software costs
anvilhub.com

ADVERTISEMENT

PXC

 PARTNER
PROGRAMME

Go Further Together



When we say “Partner”, we mean it.

Get access to a world of exclusive benefits with our Partner Programme.

Sign up to get started.

- **Grow** faster with exclusive commercial benefits, rebates and sales incentives.
- **Learn** quicker with training, enablement tools and executive consultancy.
- **Advance** ahead of the competition with early trial access to new solutions, exclusive events and cutting-edge products.
- **Develop** your offering and your team with support from our experts every step of the way.





**Cellhire CEO
unravels IoT market
conundrum p14**

**No-nonsense
Chief Exec peps
up Agilitas p24**



VOL 29 ISSUE 8 JANUARY 2025 www.comms-dealer.com

45%
reduction
in touches in a typical
'order to bill' cycle
anvilhub.com

comms dealer

40%
reduction
av. reduction in
software costs
anvilhub.com

ADVERTISEMENT

ADVERTISEMENT

HAPPY NEW YEAR TO ALL OUR READERS!



3-4
News Roundup
Catch up with the
Editor's news picks

6
Interview
Enabling your
CSR strategies

12
UK Partner Week
Game-changing
event raises the bar

22
Channel Forecast
Collaboration key
to Net Zero success

28
Market Focus
Edge-driven IoT
moves centre stage

32
Inclusion Matters
Supporting young
ND candidates



MSPs urge closer vendor alliances

DEEPER strategic and collaborative vendor relationships will be key to MSP success this year as pressure mounts for a more aligned partnering roadmap.

SPECIAL REPORT

Working more closely with vendors is a top priority for MSPs with the right strategic fit being pivotal in a more interconnected channel. "Advancing into 2025, optimal vendor performance will rely on becoming deeply embedded in partner ecosystems with an emphasis on developing sophisticated integration capabilities and API architectures that streamline operational efficiency," com-

mented Rhys Bailey, Interim CEO, Focus Group. An MSP's ability to realise their growth potential in the face of tough competition hinges on high levels of vendor collaboration and openness, says Scott Millar, Country Manager for Scotland, Core Technology Systems. "We'd like vendors to prioritise transparency in their roadmaps with faster partner enablement for emerging technologies, and tailored support for mid-market MSPs

to compete with a growing number of enterprise organisations," stated Millar. "Agile collaboration will also be key in navigating economic and operational challenges." Stephen Ayers, Head of Products and Vendors, Razorblue, says innovation is another priority area. "By consistently bringing in cutting-edge solutions vendors can help us stay ahead of the competition," he said. "Stronger collaborations with vendors will drive mutual success." **See page 30**

PXC

**Fast
forward
to high-
performance**

[www.spitfire.co.uk/
spitfire-iot/](http://www.spitfire.co.uk/spitfire-iot/)

What's that?

**A multi network IoT data
SIM from only £1
a month!**

**Secure, resilient and cost
effective mobile
connectivity**



HIGHLY COMMENDED

COMMS NATIONAL AWARDS
Best SME Mobile /IoT
Customer Solution

A first-class dual-IMSI multi-networking SIM solution, providing very high availability for mobile data connectivity at all times, with industry leading secure private network options.

Primary 'home' network uses our Full MVNO with low latency, low cost, direct layer 2 access to the Radio Access Network of a UK MNO with award winning coverage. Seamless auto-failover to secondary network with roaming layer 2 access to all three other UK MNOs. Permanent roaming agreements ensure that you continue to stay connected.

A One Network component of Spitfire Unified Network providing a range of secure private network solutions at remarkably low cost (and currently on special offer for no additional charge!). Whether connected to Primary or Secondary all data remains secure and 'on-net'.

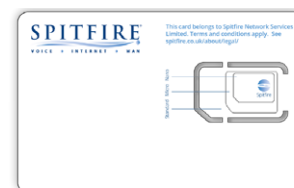
Competitive and flexible pricing for any data usage or number of SIMs with Pay As You Go, Bundle and Pool options.

Online customer portal for management of SIM estate and other services.

Dedicated account management from an IoT Specialist.

All Spitfire staff are UK based.

Visit our website or contact our sales team now to enjoy the very best in UK IoT mobile data connectivity for the New Year !



Sales 020 7501 3333 • Partner Services 020 7501 3150

Innovative • Flexible • Reliable • Supportive • Cost Effective

Welcome comment



Stuart Gilroy

IT BAFPLES me that every December a bunch of New Year industry forecasters burst into daylight like the rare blooms of a titan arum, have their moment in the sun then go away again. Forgotten as quickly as they interjected, we must wonder... what's the point? Especially when there is no accountability.

Far more interesting would be an annual 'post-projection' update from the soothsayers that is retrospective. Instead of being creatively prophetic, why not compare previous predictions with what actually happened and see if the two have anything in common, if at all. If not, which will likely be the case, at least the retrospection might connect future predictions more solidly and accurately, one would hope, with the real world. But that's not a win-win because how would they avoid stating the obvious? With pie in the sky predictions, of course. So we're trapped in a loop.

The solution? Trust your own eyes and ears, hold yourself accountable when planning ahead, recognise soon-to-be-forgotten hype when you see it, follow your gut, listen to your customers, staff and all stakeholders – what matters to them will enable you to predict your future direction and growth with total, grounded and sensible confidence, rooted in the world you know rather than an alternative, parallel and obscure universe that's expanding in value faster than the speed of light in areas you have never heard of. If vendor partners become more transparent about their long-term planning – all the better. Then ask yourself, who really has their finger on the pulse? With that in mind, I confidently predict that Comms Dealer will, as always, remain the Heartbeat of the UK ICT industry in 2025 and beyond. Happy New Year!

Stuart Gilroy, Editor

To keep up to date with the latest channel news, as it happens, visit www.comms-dealer.com daily

Taylor joins Air IT as CEO



Barney Taylor (left) and Air IT COO James Healey

FORMER Focus Group CEO Barney Taylor has joined August Equity-backed Air IT as Chief Exec tasked with leading the MSP through its next growth phase.

During Taylor's time at Focus Group the business underwent significant organic growth and M&A and secured new investment with a \$1 billion valuation.

The move also sees Taylor join the August Equity Technology Panel made up of CEOs and Chairs who discuss the tech trends and drivers that will create future invest-

ment opportunities. "Air IT has a clear plan to accelerate over the coming years," commented Taylor.

Chairman Gordon Hurst added: "Barney brings deep IT services market expertise, particularly focused on the SME sector. Aside from his organic growth and M&A experience he also has a track record in creating a positive culture."

• See next month's Comms Dealer for an in-depth interview with Barney Taylor.

Got a news story? email: sgilroy@bpl-business.com

Editor's picks

MACQUARIE-backed Wavenet posted record sales of £171.1m (£118.7m in 2023) but also reported an operating loss of £6.2m (£2.8m operating profit in 2023) in its accounts for the year ended 31st March 2024. Last summer the merger of Wavenet and Daisy Corporate Services was given regulatory approval with the combined business operating under the Wavenet brand and led by CEO Philip Grannum. The merger creates a £500m-plus revenue independent IT managed services and security provider focused on delivering cyber, cloud and intelligent network solutions to UK businesses and the public sector. It employs around 2,000 staff and supports over 22,000 customers.

• Don't miss our in-depth interview with Philip Grannum in next month's magazine.



Philip Grannum

ITEUROPA

● ● ● **Growth Forum**
Join the community for high growth MSPs

26th February, 2025, The Grove Hotel

Register your interest to attend
www.itegrowthforum.com

Editor's picks

NODE4 founder Andy Gilbert is now President and board member following the appointment of Richard Moseley as CEO. He brings 30 years tech experience and is credited with building a number of high growth software and managed services companies, scaling them globally through organic expansion and M&A. As General Manager of Rapid7 International he architected a 10 year expansion phase from early stage to becoming a publicly listed global organisation. Prior to that he served as GM for Quest Software for more than a decade, developing the company into a global organisation via expansion in Europe and Asia. Gilbert stated: "Richard is a respected leader and innovator whose experience and drive align with our ambitious strategy. Under his leadership the business is positioned to deliver on our growth plans."

N2S' Operations Director Rob Bolton has taken the CEO role with a remit to maximise the firm's core services of technical sales, data centre decommissioning and copper cabling granulation, while overseeing n2s' consumer IT device re-use and remarketing operations. He joined n2s in 2019 from automotive engineering group Delphi Technologies where he spent over 25 years, most latterly as Head of Engineering. "The market opportunity for our circular and sustainable core services is considerable," stated Bolton. Chairman Simon Taylor added: "Rob's strong engineering and operations background and knowledge of the IT recycling industry makes him ideally placed to lead the company's next stage of growth."

GLOBAL IT spending is forecast to rise by eight per cent this year with partner-delivered IT accounting for 70 per cent of the total invested, according to Canalys' November IT Opportunity update which says worldwide IT spending this year is expected to hit \$5.44 trillion. The shift in focus from operational efficiencies to longer-term strategic challenges and embedding AI across all business functions will likely re-accelerate IT services growth to 10.7 per cent. Spending on telecom services is forecast to grow at a steadier 3.7 per cent. Canalys also predicts that the next phase of investment in terms of edge, secure AI adoption and business transformation will create sustained growth opportunities for partners over the coming decade. Canalys noted that managed IT services growth will strengthen due to AI-driven automation, cybersecurity and compliance requirements, plus multi-cloud management.

Oak secures funding deal



James Emm (left) and Chris Goodman

FOCUS Group co-founders Ralph Gilbert and Chris Goodman have signed a private investment deal with Oak Innovation that gives them a minority stake in the business as it transforms into a total digital supplier focused on certifying and embedding its call recording solutions into the MS Teams ecosystem.

"Moving fully into Teams call recording has involved a lot of technical development and this investment will enable us to take that process to a new level," commented Oak Chairman James Emm.

Goodman added: "Ralph and I have worked with James and the Oak team for over 15 years, so when the opportunity to get involved personally presented itself we didn't hesitate to offer our support."

Oak Director William Emm noted that a future-focused

strategy has been key to the firm's expansion. "We are investing into where the call recording market is headed and have been rewarded with an expanding base in the channel both in the UK and worldwide," he stated.

M&A news

TOTALMOBILE'S acquisition of Gartan Technologies expands its workforce management capabilities and emergency services play with the addition of Gartan's rostering solution for Fire and Rescue Services. Totalmobile is best known for providing Field Service Management software and its rostering solutions are deployed in ambulance and police environments. The deal also signifies Totalmobile's international expansion campaign. Gartan has operations in Ireland, the UK and Australia, and its regional presence dovetails with Totalmobile's footprint in the UK, Australia and the Nordics.

Got a news story? email: sgilroy@bpl-business.com

comms dealer

Editor: Stuart Gilroy
sgilroy@bpl-business.com 07712 781 102

Editorial Director: Nigel Sergent
nsergent@bpl-business.com 07712 781 106

Deputy Editor: Greg Denholm
gdenholm@bpl-business.com 07853 184 471

Managing Director: Michael O'Brien
mobrien@bpl-business.com 01895 454 444

Sales Director: Simon Turton
sturton@bpl-business.com 07759 731 134

Business Development Manager: Heather Miles
hmiles@bpl-business.com 07955 313 700

Production: Frank Voeten
fvoeten@bpl-business.com

Circulation: info@bpl-business.com

ISSN 1366-5243

bpl. A BPL Business Publication

BPL Limited
The Market House, High Street, Uxbridge, Middlesex UB8 1JN
T: 01895 454 444

Subscriptions

Subscription rates for 12 issues:
UK: £65; Overseas: £80 (incl p&p)
Back issues can be obtained:
UK: £6 (incl p&p), Overseas: £10 each (incl p&p)
For subscriptions:
please email info@bpl-business.com

Views expressed in this magazine are not necessarily those of the publishers. No part of this publication may be reproduced without the express written permission of the publishers.

All trademarks acknowledged. Photographs and artwork submitted for publication accepted only on the understanding that the Editor is not liable for their safekeeping.

© 2024 BPL Business Media Limited.
Printed by Pensord Limited

Comms Dealer in your hand available now!

- Read Comms Dealer the moment it's published.
- Works on any mobile device – Iphone, Ipad, Android etc.
- An exact replica of the paper version.
- Turn the pages of the magazine, as if you had it in your hand.
- Search for a company name, article, or person etc.
- Click on hyperlinks and emails and zoom to specific stories.
- Re-visit your library of previous issues.



Register for your copy at www.comms-dealer.com

comms dealer



Imagine

what we can
do together

Giacom's cloud marketplace provides over 6,000 MSPs and Resellers access to Cloud, Comms, and Hardware products and services from the world's top vendors and carriers. Our range of automation tools and integrations will streamline your business ops. And, with our enablement resources and tech expertise, you can build the skills you need for the future.

Imagine growing your business faster.
You can, with Giacom.



03304 333 888
www.giacom.com

GIACOM.

Enabling CSR strategies

Focus Foundation Relationship Manager Katie Gibson provides a progress report on the charity's big impact at grassroots level and urges channel firms to leverage the organisation as an expert intermediary to help achieve their own CSR objectives.

Focus Foundation was established by Focus Group co-founder Chris Goodman in 2021 and raises cash for lesser known small charities that struggle to survive despite their vital work. It is estimated that collectively these charities have seen income drop by £4.6 billion per year since the pandemic; and to help support them Focus Foundation has so far donated over £600k to 118 projects that benefit more than 49,000 people. This breaks down to 97 different charities, including Old Kilpatrick Food Parcels and Carlise Youth Zone in the northern region, Reuben's Retreat and Happy Days Charity in the central region, and Grassroots Suicide Prevention on the south coast.

"These small organisations are the backbone of our communities, providing essential services and support where it's needed most," stated Gibson. "However, they often lack the infrastructure, resources and fundraising capacity to compete with larger, more established

organisations. Therefore the Focus Foundation leads with the mission statement, 'Connecting communities to empower grassroots charities to survive'. And due to operational costs being backed by Focus Group 100 per cent of donations go directly to the charity."

Most of Focus Foundation's donations help the underprivileged, particularly supporting children and young adults and those suffering from poor mental health. To be eligible, charities must have an income under £2 million, operating costs of no more than 35 per cent and the ability to demonstrate measurable impact within their local community.

Gibson has known Goodman for many years, and she previously worked for Focus Group after setting up and selling her own recruitment business. Now she is dedicated to Focus Foundation's purpose which includes enabling other companies to develop effective CSR strategies. "For many organisations there is an understanding about



Katie Gibson

how philanthropic ventures have a positive effect on their community, organisation and employees," stated Gibson. "But there is often a lack of expertise about formulating a CSR strategy and little time to manage their efforts."

Charity collaborations

To bridge this gap, Focus Foundation is working with organisations to offer volunteering and fundraising opportunities to their employees, giving advice on how to launch payroll giving platforms, and inviting stakeholders to network and collaborate with like-minded people. "When an organisation donates through us we supply all the marketing material, case studies and impact reports to showcase their efforts," explained Gibson. "We help them give back to the right projects locally. Importantly, Focus Foundation carries out due diligence processes on all the applications received,

and because the costs are covered by Focus Group the service does not impact the giving. Instead, it ensures that philanthropic objectives deliver maximum impact."

A business's CSR strategy is also vital in attracting and retaining talent, noted Gibson, as well as fostering long-term growth through increased 'emotional profit'. "Philanthropy can make businesses more competitive by enhancing their brand reputation and appealing to clients and employees," she commented. "Organisations committed to social responsibility build stronger connections with customers, differentiate themselves in the market and attract top talent."

Providing opportunities for employees to fundraise, volunteer or participate in payroll giving should be a standard offering for any business, believes Gibson.

"With new generations entering the workforce I've seen how crucial it is for businesses to give back to their communities," she added. "Employees today increasingly want to feel a sense of belonging and connection, knowing their contributions benefit not just the company they work for but also the broader community."

Statistics from Workplace Giving (June 2024) state that 92 per cent of employees believe it's important for companies to support their efforts in giving back such as using their skills to assist non-profits. This factor plays a key role in their job search. "Employee engagement in charitable activities boosts morale, improves retention and strengthens corporate culture, which in turn increases productivity," added Gibson.

She also highlighted that philanthropy is increasingly considered in tendering processes as more organisations evaluate CSR efforts when selecting partners, favouring those with strong philanthropic initiatives. "A commitment to giving back can improve business opportunities and long-term success," she added.

Focus Foundation will be hosting its third Winter Ball on 1st February 2025 at the DoubleTree by Hilton Brighton Metropole. Last year's event raised over £130k and the target this year is £150k. Gibson added: "Our charity partners will receive 50 per cent of the night's fundraising with the remaining funds being distributed to a host of other deserving charities." ■

A partnership built upon 40+ years experience and expertise helping resellers.

Nimans - The UK's No1 Distributor

The largest and most reputable Mitel distributor,
with a 14-strong knowledgeable Mitel team
and 1-hour license turnaround.

The UC Solutions Experts

£24m stock, 350+ brands,
UC specialists, video conferencing,
networking, infrastructure,
telephony, and more.



DISCOVER
MORE

Channel resolved to support The Big Goal

Last year The Big Goal CSR initiative rode the crest of an ever-growing wave of comms channel support and helped over 450 homeless young people change their lives through the power of football. Now, the project organisers are shooting for even greater success in 2025 and have urged more ICT companies to make it their New Year resolution to get involved and help young people in need like Jack Smithson.

The Big Goal initiative began life in February 2023, founded by Keith Mabbutt, a former professional footballer and now CEO of The Street Soccer Foundation (SSF). Giacom CEO Terry O'Brien quickly secured headline sponsorship and the campaign moved into overdrive, supported by media partner Comms Dealer. "The Big Goal project and tournament unites our industry, motivates teams and is a ready-made CSR initiative that puts companies at the heart of their communities via the SSF academies staged at football clubs all over the country," stated Comms Dealer Editor at Large Nigel Sergent. "The benefits are enormous."

ICT companies that entered The Big Goal process in 2024 have praised the SSF for its organisation of the top-notch soccer tournament, culminating in a final at St George's Park (the Home of England Football) in November last year. "Take a look at The Big Goal official campaign video on the homepage of The Big Goal website (www.thebiggoal.com).



Jack has a new life as Youth Engagement Officer at Sunderland AFC

I'm now an ambassador for the Street Soccer Foundation and can't wait to see where the future takes me

co.uk) and you'll see how companies are benefiting," enthused Sergent.

Jack's story...

There has been widespread acclaim for the SSF academies which motivate and educate disadvantaged young people like Jack Smithson, who tells us his inspiring story... "My Street Soccer Foundation journey started in early 2022 after

being made homeless due to a relationship breakdown in Manchester. At that point I made the decision to go back to my home city of Sunderland where I faced more challenges in depression and anxiety. I felt totally lost and got in touch with Sunderland City Council which housed me at Swan Lodge, an amazing hostel in Sunderland, with great staff. They put me in

the right direction by sending me to the Beacon of Light, the home of Sunderland AFC's Foundation which runs various courses. The 10 week Street Soccer Academy course stood out for me as I have a great love of football. Initially, football was what I was there for but that quickly changed. I made friends and it became a familiar place to go with friendly staff. The classroom work

helped massively with my mental health and life skills. I couldn't have asked for more. "In the Northern Cup competition we played Brentford, Sheffield United and Blackpool and we won that tournament. I was then invited back for a second time on the course. It was another amazing 10 weeks, I made more friends and finished playing at St George's Park in another tournament. We didn't win but it was an incredible experience.

"I'm now an SSF ambassador and work very closely with them in giving back to my local community. After a short period of time working with the West Ham Utd Foundation and their amazing staff I'm now back at the Beacon of Light and working there as a Youth Engagement Officer for Sunderland AFC Foundation. It's been amazing and I can't wait to see where the future takes me."

To help create more stories like Jack's visit: www.thebiggoal.co.uk and sign up before the end of January to be a part of this year's process.

UKPW 25
UKPW 25
UKPW 25

9th July 2025

UK Partner Week Summit
Convene, 133 Houndsditch, London

partnerweek.uk

Potential Unlimited.

PXC



**Fast
forward**
to high-performance

Boost your
business with
**flexible cloud and
security solutions.**

At PXC, we're ready to help you achieve the high level of security and performance your customers demand. Our platform of innovative solutions for Connectivity, Voice, Cloud & Security is fully underpinned by the UK's most secure, resilient, and reliable network.

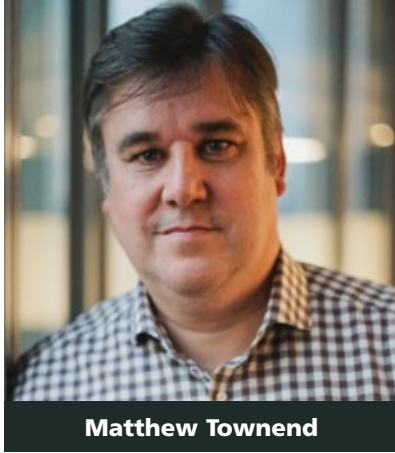
Connectivity. Voice. Cloud & Security

[PXC.co.uk](https://www.pxc.co.uk)

Time to evolve your GTM

Value creation in the channel hinges on the evolution of traditional GTM approaches, broader mindsets and a focus on value added services, according to speakers at Cavell's Enable 2024 event (3rd December, 22 Bishopsgate, London). "MSPs need to adapt their go-to-market strategy if they want to grow," stated Cavell Managing Director Matthew Townend. "Historic ways of making money are losing their effectiveness. For example, those businesses seeing success in the early Microsoft enablement space are being creative with their wider stack. The opportunity is in thinking broader."

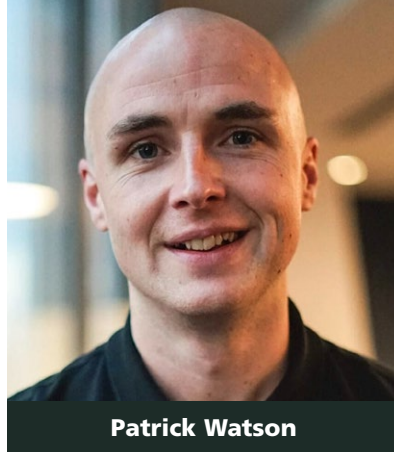
According to Cavell, partners are witnessing a shift in value creation from their Microsoft offerings. Currently, 40 per cent of revenue breakdown comes from telephony enablement services but in the future MSPs expect this to shrink to 21 per



Matthew Townend

cent. Cavell also noted that there has been a 30 per cent drop in direct routing prices over the last two years and 40 per cent of service providers are seeing a dip in UCaaS prices.

On the flip side, Townend expects value added services like contact centre, call reporting, CRM and call recording to account for a rise in revenue share growth from 17 per



Patrick Watson

cent to 46 per cent. This trend is reflected in Akixi's assessment of the effects of value added services on ARPU across a group of its partners over a four year model. It found that having just two added services will boost annual revenues by over 65 per cent.

Patrick Watson, Head of Research, Cavell, added: "The best way

to engage with the telephony enablement market is to wrap around your own services as a full and differentiated solution. This is where you will create value."

Cavell's research also found that a growing number of PSTN telephony users are being onboarded via marketplaces due to the access they provide to customers. Cavell estimates this base to be circa 47.5 million users strong across Zoom (7.8 million), Webex (16.7 million) and Teams (23 million).

There is also an increase in the number of service providers joining multiple marketplaces, observed Watson: "More and more providers want a multi-vendor strategy to address different market segments," he commented. "This is the overriding rationale we see for the increase in service providers in the enablement market."

Drive B2B Sales

Shire Leasing are business finance specialists in the ICT & Telecoms sector, having supported the channel for over 30 years.



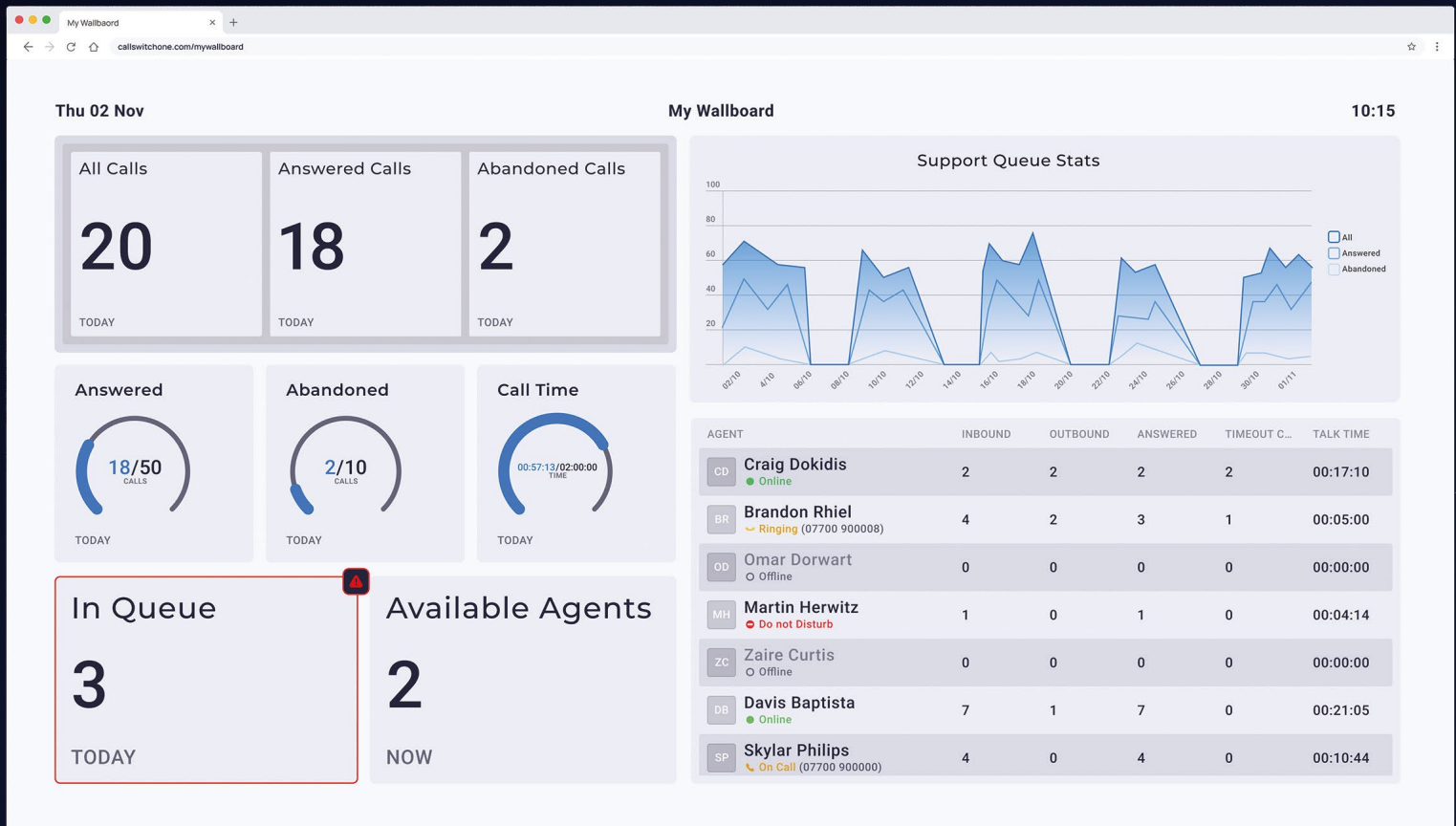
Award-winning fintech solutions that make offering finance and lease options simple:

01827 302 066

www.shireleasing.co.uk/commsdealer

Finance for business use customers only, subject to credit status, application, terms and conditions. Shire Leasing PLC is authorised and regulated by the Financial Conduct Authority for certain types of consumer credit lending and credit related activities that are regulated under the Consumer Credit Act 1974 and by the Financial Services and Markets Act 2000.

Imagine showing **this**
in a customer demo...



Welcome to built-in **Analytics**... no third-party required.

UK PW 25 UK Partner Week
July 3rd to 10th 2025

Celebrating the Power of Partnerships

A festival of events and initiatives across the UK ICT channel

Get involved in Partner Week

UK Partner Week will help you and your teams

- Enrich your vision for their business
- Identify your future leaders
- Gain practical insights into revenue growth strategies
- Benchmark your business models against best practice
- Network with the wider partner community
- Have FUN!

UKPW25 SUMMIT
JULY 09th 2025 | CONVENE, LONDON

At the heart of UK Partner Week is the UK Partner Week Summit, a free to attend event for MSP and channel business leaders, sales, marketing, and technical specialists featuring...

- Main stage hosting inspirational keynotes
- Expert contributors and partner panels
- Content streams highlighting real world practices
- Sponsor & MSP speaker dinner
- Live studio broadcasting
- Networking with industry peers

SEIZE THE WEEK! TO JOIN THE UK PARTNER WEEK COMMUNITY CONTACT:

Simon Turton
sturton@bpl-business.com
07759 73 11 34

Heather Miles
hmiles@bpl-business.com
07955 31 37 00

#UKPW25 www.partnerweek.uk

Partner Week raises the bar

Recognising the power of the ICT channel and that its biggest strength is in partnerships and people, UK Partner Week (July 3rd-10th 2025) will be wholly dedicated to bringing the best out of the industry and its leaders.



UK Partner Week promises to supercharge channel connections

Channel businesses will enjoy a unique opportunity to celebrate their achievements, recognise their team and plot their business growth trajectory at the groundbreaking UK Partner Week (July 3rd-10th 2025), where industry leaders converge to shape the future of ICT partnerships. With the UK ICT market projected to reach \$250 billion by 2027, this premier event offers unparalleled opportunities for growth and innovation.

Channel business leaders will gain strategic insights to the partner-led ICT services market, network with key influencers and peers in exclusive settings, and benchmark their business model against industry best practices to identify growth opportunities. The latest market intelligence shows that partner-delivered technology now commands 70 per cent of the global

market, worth \$3.4 trillion, and is significantly outgrowing the direct vendor-supplied sector.

Opportunities

UK Partner Week is designed to include the wider management teams and talents of channel organisations, offering opportunities for future leaders to...

- Develop leadership skills through targeted sessions at the UKPW25 Summit.
- Connect with peers and potential mentors in a collaborative environment.
- Learn from successful case studies and practical implementations.
- Participate in innovative workshops designed to enhance professional growth.

The apex event of UK Partner Week, the UKPW25 Summit (July 9th at Convene, 133 Houndsditch, London), will deliver a focused day

of knowledge exchange and strategic networking. This unique forum combines practical insights with forward-thinking perspectives, enabling attendees to drive innovation and sustainable growth in their organisations.

"UK Partner Week represents a new and unique opportunity for channel businesses," explains Paul Cunningham, BPL Group CMO. "By bringing together the UK's most dynamic ICT leaders and innovators, we're creating an environment where partnerships flourish and businesses can realise their full potential in this rapidly expanding market."

Seize the Week

The Comms Dealer community is invited to join the revolution in partner-led growth and secure their place at this industry-defining event, where collaboration meets opportunity. ■

UKPW25
UKPW25
UKPW25

9th July 2025

UK Partner Week Summit
Convene, 133 Houndsditch, London

partnerweek.uk

Special offers for EAD 1Gbps and EAD 10Gbps now available

Savings from 50%

EAD 1Gbps prices from £150 monthly*

EAD 10Gbps prices from £338 monthly*



Don't miss out

Contact us via your account lead or visit
www.openreach.co.uk/cpportal/home

* Monthly prices based on amortisation of connection charges
and consumption of EAD special offers to March '26

openreach

Step into the Future with Comms Dealer's Channel Forecast Programme 2025!

- Setting the 2025 priority agenda – and identifying where resellers should focus their strategic attention this year.
- Harnessing analytics and AI to drive growth.
- Harnessing Mobile and IoT opportunities to drive growth.
- Mid year update: What's new and interesting in the Channel.
- Harnessing Software integration opportunities to drive growth.
- Why will a Sustainability-led business practice be key to future success?

Don't miss out on being part of the conversation!
Contact Heather Miles at **07955 313 700** or
hmiles@bpl-business.com for full details on
how to participate. Seize the opportunity to
shape the future of the channel!

comms
dealer | Forecast
Sessions

Why is the IoT market such

It's always a challenge for MSPs to explore new markets and add to their technology portfolio, and one of the biggest nuts to crack is the IoT opportunity. But it should be among the easiest, so why does this no-brainer opportunity remain largely untapped? Cellhire CEO Tony Guerion puts his finger on the key issues.



Tony Guerion

Never before has a market with so much promise been so undervalued by the channel, according to Guerion. He pointed to market data, such as the UK Wholesale Portfolio Market Trends report, that says 40 per cent of planned new services are mobile-related, including IoT. But the number of true IoT connectivity resellers in the telecoms space is 'seriously lacking', he observed, mainly because the boundaries of the IoT connectivity market are becoming increasingly blurred as more companies position mobile broadband (MBB) SIM cards as IoT connectivity solutions.

"While these SIM cards offer partners a quick and convenient way to provide data connectivity for their customers, this approach introduces risks ranging from limited security features to

physically inferior SIMs," stated Guerion. "MBB SIMs are primarily designed for consumer-centric applications such as tablets, laptops and smartphones, where the emphasis is on high speed, high volume data transfer. In contrast, IoT connectivity is more suited to handling critical business data. It requires specialised solutions that address challenges like security, scalability, global coverage and remote management."

Relying on MBB SIMs as a stand-in for IoT connectivity not only undermines long-term revenue potential but also jeopardises the reputation of providers offering inadequate solutions. For example, security and CCTV companies often turn to mobile broadband SIM cards as a cost-effective option. However, educating these customers on the risks of such choices is crucial,

Relying on MBB SIMs as a stand-in for IoT connectivity not only undermines long-term revenue potential but also jeopardises the reputation of providers

believes Guerion. For resellers and MSPs offering 'true' IoT connectivity, sustainable long-term growth lies in tailoring solutions to meet the particular needs of a diverse range of industries. "From media, broadcasters and digital advertisers to security firms and construction companies, almost every sector requires some form of IoT connectivity

for IoT solutions," Guerion explained. "The resellers excelling in this space are those who invest in understanding the distinct connectivity challenges faced by each customer segment and delivering customised, value driven solutions."

Guerion also noted that resellers and MSPs do not need to become IoT experts.

The key lies in partnering with experienced IoT providers. "These partners help businesses understand the nuances of IoT connectivity and help them to navigate the space safely and effectively," he added.

While Cellhire is starting to see more partners recognising the value that IoT connectivity can bring to their portfolios,

h a conundrum?

there remains a lack of awareness and understanding across the channel. "This may also stem from a perception that IoT connectivity is complex compared to traditional solutions such as mobile," said Guerion. "This disconnect highlights a significant gap between the immense market opportunities IoT presents and the level of channel engagement, which we aim to address. Over the past two

IoT provides an opportunity to address customer needs in innovative ways

years Cellhire has focused on educating the channel about the advantages IoT connectivity can bring, particularly in driving revenue growth and increasing customer retention."

Guerion says that IoT is the 'ultimate door opener' for resellers and MSPs as almost every business has a use case. "Those who have seen the opportunity are adding IoT connectivity as a value added service," said Guerion. "This enables them to capitalise on their current customer base while also opening opportunities to engage new customers who may have been previously inaccessible due to established relationships with other providers."

As mentioned above, to realise the full potential of IoT it is vital for resellers and MSPs to partner with the right provider that can deliver

tailored solutions. Key factors to consider include the price of connectivity, the security features of the product, the breadth of coverage and the level of support. Resilience is particularly crucial in IoT connectivity, especially for mission-critical applications such as healthcare scenarios.

While growth will continue to emerge from traditional IoT use cases like fleet tracking and asset monitoring, opportunities are expanding into other areas requiring secure and reliable connectivity, observed Guerion. "Key sectors poised for rapid growth include Smart Cities, CCTV and healthcare, where IoT solutions are driving innovation in areas like infrastructure management, surveillance and patient care," he added. "Resellers and MSPs need to ensure that they have the right mix of customer use cases, balancing low bandwidth and long-life span connections such as alarm monitoring or access control solutions with less permanent but higher data usage such as mobile surveillance or digital advertising."

According to Guerion, Multi-IMSI technology is the next step-up in resilience from today's multi-network on a single SIM card. Conventional solutions still depend on a single-core network, whereas Multi-IMSI provides a more robust approach by integrating at least two network cores. "This ensures that if the primary network or core experiences an outage the IoT device can seamlessly switch to a redundant core network," added Guerion. "The result

is resilient connectivity and enhanced reliability, delivering connectivity even in the face of major network disruptions.

"Equally transformative is the convergence of IoT, AI and edge computing which promises to enhance business operations by enabling real-time data processing and decision making at the network's edge. This integration allows IoT sensors to collect vast amounts of data, while AI algorithms analyse it to provide actionable insights. Edge computing enhances these capabilities by minimising latency and bolstering data security, critical for sectors such as healthcare, manufacturing, and transportation."

Cellhire is also working on delivering L2TP (Layer 2 Tunnelling Protocol) to partners. "These technologies are particularly valuable as remote working continues to rise, offering enhanced security and seamless, resilient connectivity for home and office environments," he added.

By working with an IoT MVNO such as Cellhire, resellers and MSPs can move beyond providing SIM cards and offer end-to-end services ranging from solution design and deployment to ongoing support. "Resellers are more likely to build lasting relationships with customers," added Guerion. "By delivering tailored solutions that address industry-specific challenges and emphasising reliability, security and scalability, these providers can ensure customer loyalty and differentiate themselves in a competitive market."

See pages 16, 20 and 28

PXC

Advance Together

Get more with our Partner Programme.

Sign up to get started.



 **PARTNER**
PROGRAMME

To advertise in **comms** dealer
contact The Sales Team on 07759 731134

Gamma gears up to realise

Ahead of Gamma's FUSION IoT launch in Q1 2025, Steven Lowe, Product Director, Mobile, aims to ensure the channel's response to IoT market potential tells the same story as the predicted growth stats.

Resellers strategies for building a strong presence in the IoT market need to be crystal clear, well supported by supplier partners and work in tandem with existing modes of operation, according to Lowe. He says success also hinges on a change in mindset and skill sets. "Feedback indicates that many resellers and MSPs view IoT as uncharted territory, perhaps due to perceived complexity or a lack of understanding of IoT's strategic benefits," he explained. "However, it's our job to demystify this space and equip the channel with the tools, resources and simplified solutions they need to confidently go to market. By simplifying the proposition, whether through clear tariff structures, intuitive management platforms or robust partner support, we can help resellers take the first step into this lucrative market."

Despite the much anticipated and imminent growth potential, the IoT space remains relatively underserved, partly due to

limited understandings of what's involved. Although connectivity, including eSIMs, is a foundational aspect, Lowe says the real value of IoT lies in the use cases it enables, such as smart logistics, predictive maintenance in manufacturing, environmental monitoring and real-time asset tracking. "Many in the channel may see IoT as overly complex or narrowly defined, which can hold them back from pursuing opportunities," noted Lowe. "That's why our role in educating the channel is so essential. By breaking down IoT into tangible real world applications and demonstrating its business benefits we can help resellers see the broader picture. The more we can demystify IoT and provide support, the more the channel will be empowered to tap into its potential."

This includes not only connectivity but also the tools and insights IoT provides to drive efficiencies and deliver value to end customers. Gamma aims to make it easier for resellers to ride



Steven Lowe

By combining education with a step-by-step approach, resellers can unlock the true potential of IoT while mitigating any risk

the IoT wave by developing an ecosystem of partners to support them in creating end-to-end IoT solutions, from front-end consultancy through to software solution and device supply, based on the use case. "Closer collaboration is crucial," added Lowe. "We need to work with partners to simplify the customer journey and help them validate opportunities more effectively. By focusing on the desired outcomes we can help partners identify the right solutions and use cases

to align with these goals. At the same time, we can offer the tools, training and marketing resources needed to build confidence in taking FUSION IoT to market. With this collaborative approach, reseller and MSPs can bridge the gap, overcome hesitation and unlock the untapped potential of IoT in their customer base."

Removing barriers

These approaches mean that current constraints on realising IoT potential are being overcome, observed

Lowe, who is witnessing 'incremental interest', particularly as businesses become more digital and data-driven. "Early adopters are already seeing IoT as a way to differentiate product and service offerings and add value," he stated. "With the current economic outlook, businesses are increasingly turning to IoT to save costs, improve productivity and enhance operational efficiency. IoT allows companies to make smarter use of their resources, automate processes and gain

Use IoT potential

real-time insights that directly impact the bottom line, making it an essential part of their cost saving strategies."

IoT solutions in the channel today range from asset tracking and environmental monitoring to fleet management, noted Lowe. These solutions typically involve robust, secure connectivity, managed services and data insights. Lowe says resellers and MSPs should think more seriously about nailing their flag to the IoT mast, and elevate IoT as a core portfolio component because it is a natural evolution for them. "Resellers are already experts in network and connectivity solutions," added Lowe. "Many are dipping their toe into the IoT space with offerings like 4G/5G backup connectivity and fast start solutions that address immediate business needs for reliable, flexible connectivity. Building on these foundations, resellers can expand their portfolio to include more advanced IoT solutions that address broader business challenges."

Resellers who embrace IoT today can gain a first mover advantage and offer value added services that set them apart, believes Lowe. "By elevating IoT as a core portfolio component, resellers position themselves to support their customers' digital transformation journeys while unlocking new recurring revenue streams," he added. "Resellers who have embraced IoT are creating deeper strategic relationships with their customers. They're able to provide end-to-end solutions, from connectivity and device management to data insights which enables them to move

into more consultative roles. This elevates their position as technology partners and drives recurring revenue through managed services."

Growth market

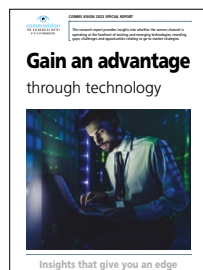
The market potential for IoT is said to be enormous, with a circa 10 million annual SIM addressable market in the UK alone. Moreover, IoT is a rapidly expanding market with a predicted 134 per cent (Analysis Mason) increase in connected devices over the next five years. "Future growth in IoT will come from industries that rely on real-time data to enhance efficiency and productivity, such as logistics, healthcare, manufacturing and retail," noted Lowe. "We're also tracking the shift towards eSIM technology and Over-The-Air (OTA) Network Switching, which ensures devices can seamlessly switch between networks without manual intervention to maintain optimal connectivity regardless of location.

"This capability is critical for global operations with distributed assets and is particularly valuable in verticals like logistics and healthcare that depend on uninterrupted data flow. The integration of AI with

IoT is enhancing these capabilities by analysing network performance and usage patterns in real-time, enabling smarter, automated decisions. The combination of eSIM, OTA switching and AI is transforming how businesses manage global operations, ensuring greater reliability, efficiency and scalability."

According to Lowe, the single most important action that reseller and MSP business leaders can make to successfully gain a competitive advantage in the IoT market is to invest in education and expertise. "Understanding IoT's full potential beyond simple connectivity enables resellers to deliver comprehensive solutions and position themselves as trusted advisors," he said. "Starting with small deployments enables resellers to demonstrate tangible benefits to customers and a proof of concept, such as improved efficiency or cost savings. This allows businesses to build confidence, refine their strategies and gradually scale their IoT offerings. By combining education with a step-by-step approach, resellers can unlock the true potential of IoT while mitigating any risk." ■

Editor's comment...



DELIVERING IoT solutions in vertical markets is fertile ground for the channel, and Steven Lowe, Product Director, Mobile, Gamma, highlights the importance of use cases in achieving IoT success. But in a survey of channel business leaders conducted by Comms Dealer, just under six per cent specialise in a particular vertical, which means there is an early mover opportunity for proactive MSPs and resellers seeking to create an advantage by becoming experts in IoT. For more tech insights download the free Industry Technology report here: <https://www.comms-dealer.com/whitepaper/gain-advantage-through-technology>

PXC

The collaborative core of PXC's Partner Programme



Paul Smith Darren Standing

PXC's Partner Programme is designed to establish stronger relationships by focusing on the key tenets of collaboration and togetherness. A shining example of this is the vendor's relationship with Gradwell Communications. Here PXC CSO Paul Smith and Gradwell Communications CPO Darren Standing explain how their relationship is driving mutual benefits.

"Collaboration with PXC has two core elements," says Standing. "First is the operational collaboration. The programme gives us dedicated points of contact with figures at PXC that respect our position and experience in the market.

"That gives us the ability to really get the most from PXC and helps us operate efficiently to better serve our customers. We're also getting technical expertise supporting our sales activities and that gives us access to higher revenues and higher margin opportunities.

"The second form is the strategic collaboration," added Standing. "We're getting early access to new products and services that helps us drive value with our customers. This allows us to become a trusted advisor for their communication needs, which is our focus.

"By having direct access to the PXC Executive Community, we're able to give honest feedback to the team and we're influencing the shape of their products and services. We feel we've had a real role in shaping the programme with our feedback, to better serve PXC and ourselves.

"We've built a relationship now between PXC and Gradwell Communications that's built on trust and mutuality."

Smith notes that his aim is to bring more human elements to a largely commoditised market. He said: "We have all had the same repetitive conversations about price and pipelines.

"We are encouraging a different conversation through webinars and other educational materials that moves the collaboration wider and onto better topics, such as more complex deployments or bids. It becomes less transactional on relatively transactional products and services and I think that's a good outcome, and something that the Partner Programme helps to facilitate."



To advertise in **comms dealer** contact The Sales Team on 07759 731134

UK
PW
25

UK Partner Week

Celebration of Partner

A festival of events and initiatives
July 3rd to 10th 2025

Get involved in Partner Week

UK Partner Week will help you and your teams

- Enrich your vision for their business
- Identify your future leaders
- Gain practical insights into revenue growth strategies
- Benchmark your business models against best practice
- Network with the wider partner community
- Have FUN!

SEIZE THE WEEK! TO JOIN THE UK PA

Simon Turton
sturton@bpl-business.com
07759 73 11 34

#UKPW25 www

Empowering the Power Partnerships

across the UK ICT channel

UKPW25 SUMMIT

JULY 09' 2025 | CONVENE, LONDON

At the heart of UK Partner Week is the UK Partner Week Summit, a free to attend event for MSP and channel business leaders, sales, marketing, and technical specialists featuring...

- Main stage hosting inspirational keynotes
- Expert contributors and partner panels
- Content streams highlighting real world practices
- Sponsor & MSP speaker dinner
- Live studio broadcasting
- Networking with industry peers

PARTNER WEEK COMMUNITY CONTACT:

Heather Miles

hmiles@bpl-business.com

07955 31 37 00

Time to release the IoT co

Analyst predictions continue to point up huge growth in the IoT market but it remains a coiled spring in the channel. Here, Pangea Connected Sales Director Bernie McPhillips puts forward compelling arguments that should open the IoT floodgates from a technological, business growth and customer longevity perspective.

Matching IoT activity in the channel to analyst predictions would release massive pent-up demand for resellers and MSPs – and for that reason IoT growth can only accelerate. By 2027 the global IoT market is expected to hit \$1.5 trillion, and as businesses adopt more IoT solutions the need for reliable, resilient, scalable and secure connectivity is skyrocketing, observed McPhillips. “Cellular IoT is positioned to meet this demand,” he stated. “Not to mention the recurring revenue goldmine. IoT can also unlock a host of opportunities to scale businesses into new, lucrative markets resellers may not be operating in.”

But many resellers and MSPs have yet to fully grasp the scope and potential of IoT, particularly when

it comes to cellular IoT connectivity. A key reason for this is a fundamental misunderstanding of what IoT entails. “It’s easy to equate IoT with providing connectivity and a router and think that’s where the role ends,” added McPhillips. “This narrow view misses the broader value and potential of cellular IoT as the backbone of transformative solutions. It’s about delivering resilient, secure and flexible connectivity that underpins entire IoT ecosystems.”

“Furthermore, cellular connectivity is treated like a commodity service, akin to broadband or mobile voice plans. This mindset undervalues the strategic role cellular plays in enabling IoT use cases such as asset tracking, smart metering or environmental monitoring.”

McPhillips also noted that a lack of awareness about



Bernie McPhillips

For IoT to thrive in the channel, resellers must view cellular IoT as more than just a commoditised connectivity layer, it’s the foundation for delivering transformational end-to-end solutions

IoT-specific networks is slowing market growth. Low power wide area networks (LPWAN) like NB-IoT and LTE-M are optimised for IoT applications but they are still underutilised, he pointed out. “These networks offer low power consumption and an extended range, making them ideal for IoT solutions,” commented McPhillips. “But many

in the channel are either unaware of their capabilities or unsure how to leverage them. Yet these specific cellular technologies are making IoT more accessible and scalable, particularly in industries with tight margins or remote operations. For resellers and MSPs, it opens up new markets with cost-effective solutions that drive sticky recurring revenue.”

IoT is also becoming essential in critical infrastructure sectors like energy, healthcare and public safety because they demand highly reliable, secure and scalable connectivity. “Resellers who can offer cellular IoT solutions tailored to critical infrastructure needs will position themselves as strategic partners in industries where reliability,

Boiled spring

resilience and security is non-negotiable," added McPhillips. "Businesses are looking for IoT connectivity solutions that ensure end-to-end encryption and secure data transmission, particularly in industries like finance, healthcare and government. Cellular IoT, with its inherent security advantages over Wi-Fi or other unlicensed spectrum solutions, is well positioned to meet these demands."

As resellers see real world success stories we expect the pace of adoption to accelerate

Even so, many resellers and MSPs dismiss IoT as overly complex or only applicable to niche industries. "There's often a lack of clear entry points into the IoT space when, in reality, something like cellular IoT connectivity can fit seamlessly into existing portfolios and serve current customers well," added McPhillips. "Resellers just need the right support to seize that opportunity."

Unlocking the full potential of IoT requires a shift from a transactional to a partnership-driven model where collaboration is essential, believes McPhillips. "Providers have a responsibility to educate their partners, not just on the technical aspects of cellular IoT but also on how to position and easily sell these solutions," he explained. "They should be helping to pinpoint high potential use cases, collaborating on

go-to-market strategies, sharing market insights, introducing new solutions tailored to emerging trends, and providing tools for managing and optimising IoT deployments over time."

Uptake trending

That said, McPhillips is seeing a promising uptake of cellular IoT connectivity in the channel, especially as more resellers and MSPs recognise its potential to drive recurring revenue and differentiate their offerings. "However, the level of adoption varies significantly depending on the vertical and the type of solutions involved," he added. "In sectors like retail and security, cellular IoT adoption is more advanced. Resellers are increasingly

upgrading point-of-sale systems and CCTV cameras with more resilient, secure and flexible connectivity.

"These are practical, easy-to-understand use cases where managed cellular IoT connectivity delivers clear business outcomes, improving operational efficiencies, reducing costs and keeping systems online at all times. As resellers become more familiar with IoT technology and see real world success stories we expect the pace of adoption to accelerate."

Those resellers and MSPs who have embraced cellular IoT connectivity are creating significant value. This is why McPhillips describes IoT as a 'gateway' to long-term recurring revenue. "It's very sticky, often serving as the backbone of critical operations and tending to integrate deeply into customers' operations, with

exceptionally low churn and lots of value add," he stated.

It is clear to see that resellers would be wise to view cellular IoT as more than just a commoditised connectivity layer, it's the foundation for delivering transformational end-to-end solutions. Even better, there is no need to reinvent business models to make the most of the IoT market opportunity. "Many resellers and MSPs are sitting on untapped potential in their current base and with the right approach they can unlock significant value by leveraging cellular IoT," stated McPhillips. "Cellular connectivity also enables resellers to serve industries where other connectivity options, like Wi-Fi or fixed line, fall short. All these things have resulted in record breaking multiples in the M&A space when IoT revenues are involved."

Many resellers already serve industries or businesses that are primed for cellular IoT connectivity. For instance, logistics companies likely use some form of fleet or asset tracking, but they could benefit from cellular IoT for real-time, cross-border tracking with no coverage gaps. Retailers might use basic POS systems but could enhance operations with multi-network SIMs that keep systems online and payments flowing no matter what. "By auditing their current customer base resellers can identify businesses where cellular IoT solutions can solve immediate challenges or drive efficiencies," added McPhillips. "These incremental steps can quickly demonstrate the value of IoT while opening the door to larger, more complex deployments." ■

Energy in collaboration

Think IT Simple Director Joe Hitchings measures the success of his vendor partnerships on their alignment with his core business values, to save his customers money, and to forge meaningful human relationships.



"From delivering the service, delivering the price, and being available during the entire process, Fidelity Energy has been of the highest quality."

Joe Hitchings -
Think IT Simple

A shining example is Think IT Simple's partnership with Fidelity Energy, which began in Q1 2024 and has since moved from strength to strength, helping the reseller to deliver on its positive mission whilst delivering big wins in the energy sector. "There are hundreds of vendors asking us to sell their products into our customer base every day but unless it's actually helping put more money in British business owners' pockets, I am not really for it," said Hitchings. "We only want to work with companies that are delivering on that same goal, and Fidelity Energy have walked the walk since we signed up with them."

He shares one case study that Think It Simple and Fidelity Energy collaborated on that speaks to this goal. "We were talking to a massive charity that looked like it was going to go bust," he said. "But through the cost reductions we helped them achieve by altering their energy bill, they are much more comfortable, and our relationship has brought them more time." As well as fuelling Hitchings noble aim, the partnership has also generated lucrative opportunities for Think IT Simple, including a contract with a large maritime business that contributed to a record month of £70k in energy revenues. "We are doing around 40 deals a month and are having considerable success when it comes to selling into

our existing telco base," enthused Hitchings.

Think It Simple got into energy pre-pandemic but was driven to Fidelity Energy after leaving its previous vendor in search of a more collaborative partnership, according to Hitchings. He states that his decision to choose Fidelity was affirmed from the outset. "The onboarding process was 10 out of 10 and every part of the relationship since then has lived up to this high standard," he said. "From delivering the service, delivering the price, and being available during the entire process, Fidelity Energy has been of the highest quality." Hitchings also values the more human side of the partnership.

"Business is tough, work is tough, and life is tough," he said. "The best partnerships will be with people that work through this with a smile on their face and try to make the process fun. I think the future is about collaboration with like-minded people and we have found that with Fidelity Energy."

To advertise in **comms** dealer
contact The Sales Team on 07759 731134

Net Zero success hinges on

Industry collaboration is critical to driving the channel's Net Zero agenda, according to thought leaders speaking at last month's Comms Dealer Channel Forecast insight session which highlighted the importance of knowledge sharing, data transparency, accountability and green-led partnering trends.

Collaboration at scale is the only way for channel firms to achieve progress against Net Zero targets, according to Sky's Group Director of Bigger Picture and Sustainability, Fiona Ball. "As a community we are facing the same challenges and focus areas when it comes to driving our sustainability agendas," she said. "We will move at a much greater speed and achieve far more if we work together and enter conversations with transparency."

For its part, Zen Internet pushes the green agenda at events including Ofcom discussions and Digital Connectivity Forum meetings. Stephen Warburton, Managing Director of Partner Division, Zen Internet, noted: "We are around 16 years into our sustainability journey so have lots of learnings to share. We're encouraging partners to come and talk to us about their own journey and how we can help them."

Liam Cadwallader, Sustainability Officer, Evolve IP, highlighted that these collaborative conversations are becoming more mainstream as the collective understanding of sustainability issues has increased. According to Cadwallader, this is bringing sustainability to the forefront of partnering decisions. "Almost all new partners we

sign up have some level of expectation on sustainability action," he said. "They want to see credentials either through certifications such as a B Corp or other similar frameworks like an ISO 14000 certificate."

Cadwallader states that these requirements are also being filtered down from vendors and that to achieve the highest levels of partnerships with Cisco Evolve IP had to pass several examinations, identify key sustainability stakeholders in the business and present a coherent mission statement with tangible goals. "The expectation for sustainability action is being driven from both sides of the supply chain and we are starting to see the formation of ecosystems comprised of organisations who are all on the same journey," added Cadwallader.

He also issues the following warning. "In terms of channel partners who've not started their Net Zero journey, I would emphasise the need to get on the bandwagon quickly or risk damaging your competitiveness," he said. "This topic is only going to keep gaining pace as a priority among business decision makers."

One key piece of knowledge our panelists are sharing with their partners is the importance of getting accurate data on emissions so



Fiona Ball

As a community we are facing the same challenges and focus areas when it comes to driving our sustainability agendas.

that realistic targets can be set and progress quantified. Ball said: "Your first step has to be measurement because you can't do anything unless you know where your emissions are."

She recommends that organisations begin by auditing their Scope 1 and Scope 2 emissions to understand and reduce their direct impacts. Sky itself has 15 years worth of data audited for its Scope 1 and Scope 2 emissions and has reduced these by around 80 per cent through improved efficiencies, the adoption of renewable

energy and investment in power-purchase agreements.

Key reductions

Evolve IP began its journey more recently but is already seeing reductions after just three years. Cadwallader stated: "The baseline data we continue to gather has given us our guideposts to measure progress. We are off to the races now and have our Scope 1 and Scope 2 emissions much more within our control."

Warburton noted that Zen's current focus is also on Scope 1 despite it only accounting for three per

cent of the company's total emissions. "We are tackling the complex issue of how we get natural gasses out of our headquarters and data centres," he said. "I have been exploring multiple different technology solutions and have seen good success around router refurbishment."

Zen has a team dedicated to refurbishing returned routers, enabling the company to get more use out of the equipment. Zen will also invest an estimated £2 million in gas removal through retrofitting. Warburton added: "Despite many seeing Scope 1 and Scope 2 as the easier facets of sustainability to address there are associated financial and operational restraints. Implementing a system whereby all our equipment is refurbished and then sent out has been challenging."

Sky undertakes lifecycle assessments of its products to identify which components, and at which stage of production, are adding the most to its carbon emissions. This enables product design teams to work out how to significantly reduce its impact, whether through the manufacturer or the materials used. Ball commented: "Once you understand where the opportunities and levers are then your product design teams can design with sustainability in mind."

on collaboration



Stephen Warburton

We're encouraging partners to talk to us about their own journey and how we can help them.

Ball also noted that Sky's current challenge is recreating the accuracy of its Scope 1 and Scope 2 emissions data across Scope 3 impacts. Since 2020 the company has adopted approved SBTi targets across all three Scopes and aims to half its footprint by 2030.

"Completing lifecycle assessments of all our products to paint a more detailed picture has helped," commented Ball. "This information is replacing spend data as a key metric for working with the thousand suppliers that add up to our Scope 3 emissions. Slowly but surely, we're gaining a much more accurate understanding that is helping us make better and more focused decisions."

This accuracy is key to finding a balance between making fast progress and effective decisions that suit individual businesses, believes Warburton. "Getting data measurement right is an important step because you want to move quickly,

but you also need to make the correct decisions when it comes to actions and suppliers," he stated.

On target

Zen's goal is to achieve a 50 per cent reduction in Scope 3 emissions by 2030, and a 90 per cent reduction on all three Scopes by 2040.

Warburton noted that Zen's supplier strategy is led by options that have the biggest impact on its business and are the right long-term

strategic fit, as opposed to picking the solution that can be implemented and drive results the quickest.

Accurate data is also key to gaining executive and board level buy-in for the necessary investments, observed Warburton. He added: "Sustainability is a complex topic. So, when you are sitting in a boardroom trying to explain terminology things can get lost in translation. Quantified targets form a big part of simplifying communication with business leaders on the how and why."

Ball linked the importance of clear and simple top level communication to the imperative for resellers and MSPs to collaborate with partners on the key sustainability issues. "Ask questions of partners who have been on this journey for longer to find out what has worked for them," she said. "Then there is the bigger challenge of working across your whole supply chain to hit Scope 3 targets. The only way this can possibly be achieved is by working collaboratively at scale." ■



Liam Cadwallader

Almost all new partners we sign have some level of expectation on sustainability action.

commsvision

Two days, countless opportunities.

Be part of the network for channel leaders.

THE GLENEAGLES HOTEL
November 12th-14th 2025

www.commsvision.com

comms dealer | Forecast Sessions | sponsored by

No-nonsense Chief Exec p

Newly appointed Agilitas IT Solutions CEO Sara Wilkes is acutely aware of her own catalytic role in driving transformative change as she targets a range of growth accelerators with a crystal clear, people-focused and no-nonsense leadership approach.

Although Wilkes is new to the top job she can hardly be described as being in the starting blocks having already kicked off a campaign to create positive change. Her major intervention as CEO (she was previously COO) will be to take personal responsibility for elevating the firm's focus on people, strategic goals and leadership, and remove major inhibitors to future expansion like disjointed messaging across the business. In terms of the specifics of how Wilkes will make her mark, she explained that her unofficial motto is to 'get sh*t done!'. "I believe in setting clear, actionable objectives and ensuring the team knows exactly what needs to be achieved," she stated. "My focus is on driving results quickly and decisively."

Wilkes' first priority is to ensure Agilitas is geared up to manage change effectively through people, given how fast the IT landscape is evolving. "Having the right talent in

key roles to drive innovation and support customers is key," she commented. "By strengthening our teams with additional talent, providing the right tools and being agile we can stay responsive to customer needs and anticipate future challenges in the channel."

Wilkes outlined a range of other priorities linked to the reputational impacts experienced by Agilitas in recent times. She says that overcoming these challenges highlights not only the company's renewed focus on building trust, but also its resilience. "Building trust with customers is a key priority," she added. "Our reputation in some service areas has been damaged in the past, largely because we weren't as close to our customers as we should have been. Nor did we understand their evolving needs."

"Our focus now is to become a true extension of our customers' teams, building strong partnerships with the right people and driving



Sara Wilkes

2024 was a reset year. We're back on track in a strong position with a renewed focus and clear strategies

shared success. By integrating more of our people with relevant stakeholders we can collaborate more strategically and offer a broader range of value added services."

Channel focus

Agilitas mainly works with MSPs and VARs, supporting their end user customers. It also works with distributors, vendors, telcos, SIs and other technology channel partners. Wilkes noted in particular that Agilitas has seen a significant rise in interest around warehouse outsourcing as MSPs and

VARs look to streamline their operational costs. "For some of our channel partners we provide logistics support in regions where they don't have resources; for others we've completed full warehouse outsourcing, helping them scale efficiently and reduce overheads," explained Wilkes.

The channel-only services partner is perhaps best known for its break-fix hardware maintenance, professional engineering services and global warehouse and logistics

capabilities. Newly introduced services include lifecycle management support, IT asset disposition (ITAD), staging and technical triage services. "This shift allows us to become an extension of our customers' operations, driving deeper partnerships and long-term value," commented Wilkes.

As a multi-vendor specialist Agilitas supports clients worldwide, connecting the broader supply chain elements through a single touchpoint. "This provides the flexibility for customers

Steps up Agilitas

to complement their own in-house capabilities with our value added services, helping them increase revenue through annuity and project-based services," added Wilkes.

Challenging year

She conceded that 2023 was a challenging year for the business, and noted that the company had experienced significant change, both in terms of team transitions and the completion of several long-term contracts as legacy equipment was decommissioned. "However, 2024 was a reset year and we're back on track in a strong position with a renewed focus and clear strategies," she reaffirmed. "The service challenges we faced are firmly behind us. We achieved a 99 per cent SLA in November last year.

"That said, we understand the importance of reintroducing ourselves to customers who've experienced past issues, offering reassurance and clearly demonstrating the significant improvements we've made. Our new Voice of the Customer programme is one of the changes that we'll be launching this year to drive service excellence and a collaborative approach across the supply chain."

Agilitas also aims to become more data-driven and proactive in its approach. "By leveraging data we can gain valuable insights that not only improve our internal processes but also enable us to provide more informed recommendations to our partners and customers," noted Wilkes. "This will allow us to better anticipate their needs
Continued on page 26

Just a minute with Sara Wilkes...

What talent do you wish you had? To be able to fly.

Your main strength and what could you work on? One of my greatest strengths is empathy. It allows me to truly understand and connect with our clients and team, fostering strong relationships. I continue to work on my patience!

Three ideal dinner guests: I'm a big fan of cognitive diversity so a line-up like Barack Obama, P!nk and Leonardo da Vinci would be great.

If you weren't working in the ICT sector what would you be doing? Holistic therapy, yoga or writing books.

Best advice you have been given: That change is not a bad thing, and that teaching yourself to deal with change will set you up for future.

The biggest risk you have taken: Moving my young family to Spain.

Your biggest career achievement: Smashing the glass ceiling. Every career move I have made has been an achievement.

What are today's top three leadership priorities? Psychological safety, digitalisation and customer experience.

What is the key to ongoing leadership success? Recognising that your people are your biggest asset. As a leader, you can't do it alone – no one can.

Tell us something about yourself we don't know: I'm a qualified swimming teacher and lifeguard.

With the benefit of hindsight what would you have done differently? I have no regrets. I am a firm believer that everything happens for a reason.

What do you fear most? Snakes – both the reptile and those in the workplace!

How do you relax when not working? Reading and podcasts. I'm enjoying those so much I have started a book club in the office. I also love escaping to our caravan on the south coast for time with the family.

Industry bugbear: We need greater representation. There have been significant improvements but there is so much more to be done.

Top tip for resellers: Stay closely aligned with where your customers are spending. Understanding their evolving needs and preferences will help you offer the right solutions at the right time, ensuring you stay competitive and add real value.

Editor's comment...



A COMMS Dealer survey of channel leaders underlines a critical point made by Wilkes in this article – that the key to sustainable partnerships is in establishing trust. In our study, the vast majority want their business to be famous for trustworthiness, but 82 per cent say trust between their organisation and customers has become more complex and multifaceted.

Meeting this challenge is key. To find out more download the free Leadership report here: <https://www.comms-dealer.com/whitepaper/gain-advantage-through-leadership>

To advertise in **comms** dealer
contact The Sales Team on 07759 731134

HEADLINE
SPONSOR
GIACOM.

CNA comms national
awards

PARK PLAZA
WESTMINSTER
25TH SEPTEMBER
2025

CELEBRATING
SUCCESS
WITH THE
STARS
OF THE
ICT CHANNEL

CNAWARDS.COM
#CNAWARDS

Continued from page 25 and challenges, ultimately enhancing the value we deliver."

Wilkes says her prior experience working in the MSP and VAR space has given her a practical understanding of the challenges these organisations face. And having worked for nearly 20 years in the channel she knows what it takes to drive business transformations. "This perspective is crucial in shaping how we tailor our services," she added. "It's not just about providing solutions, it's also about truly understanding what makes businesses tick and aligning our services with those goals."

However, Wilkes didn't plan on pursuing a career in IT. In 2006 she wanted to run her own nightclub but with a toddler and a mortgage to pay that wasn't a viable career choice at the time. So she took a receptionist job at Computacenter in January that year and by October was a Project Co-ordinator for its managed services customers.

"I worked at Computacenter in various roles for eight

years," she added. "It gave me international experience with two years working in Spain. I then decided to move back to the UK and began working at SCC with roles in service and more recently customer experience. I also chaired the diversity and inclusion board at SCC, creating employee led working groups to bring greater representation across the business."

Another key area close to Wilkes' heart (and a major priority for Agilitas) is sustainability. She says it's at the core of everything Agilitas does and noted that the company now has the data it needs to quantify its efforts. "This allows us to translate sustainability into tangible benefits for customers, particularly in helping them with their Scope 3 calculations using real metrics," she explained. "After years of discussions around sustainability I believe 2025 could be the year where the real change agents in the industry will showcase what's possible and set a new standard for others to follow. The potential for meaningful impact is huge and I'm eager to see how we can contribute to that transformation." ■

Wilkes on what true leadership really means...



TODAY'S leadership priorities are all about alignment, agility and delivering value to customers. It's crucial to stay ahead of the curve whether through innovation, service excellence or strong partnerships. Our senior leadership team prioritises alignment and collaboration. Every quarter we take a day or two to step away from

the office and work on strategy together, usually on a farm in the New Forest. The energy, focus and drive that comes from these sessions is powerful.

It's also essential to foster an environment where cognitive diversity is embraced, where different perspectives and experiences can drive better decision making and innovation. By bringing together diverse minds and empowering your team to contribute their unique ideas, you not only strengthen your leadership but also create a foundation for sustained success. True leadership is about inspiring others, aligning them with a common purpose and helping them reach their fullest potential.

PSTN switch-off inaction persists

PSTN switch-off disruption is again on the cards unless comms providers and end users double down on preparing for the January 2027 shut-down.

Inaction over the PSTN switch-off poses significant risks for organisations of all kinds, and the cost of doing nothing will be high, warned David Barber, Strategy Director, Zen. He highlighted that the firm's research shows businesses are generally aware of the switch to All-IP (originally scheduled for 2025 then pushed back two years) but relatively few have made preparations.

"Our research shows good awareness that the switch-off is happening but there's a disconnect between knowing about the end of PSTN and having a future-proof solution in place," he stated. "Too many businesses may be leaving decisions around All-IP communications to the last minute which could be a recipe for disruption.

"The channel cannot ignore the urgency of this transition any longer. Already, Openreach has barred sales of SOGEA, FTTC and ADSL at more than 900 exchanges. By ensuring that as many customers as possible are future-proofed with full fibre broadband, our industry can safeguard against obsolescence while supporting the growth of the digital economy."

The survey (conducted by Censuswide) carries weight



David Barber

The channel cannot ignore the urgency of this transition any longer.

because it covered almost 2,000 UK business leaders including 1,000-plus CEOs, 500 SME IT decision makers and over 400 decision makers in large businesses. Just 18 per cent of small businesses and a quarter of large firms currently have a post-PSTN solution in place. Of all the businesses surveyed, 27 per cent are assessing their options and 17 per cent have no solid plans in place. Almost 20 per cent are currently migrating to another system.

Risk factors

Barber noted that beyond voice services, critical systems such as payment processing,

CCTV, security devices and IoT solutions are at risk of disruption if businesses fail to migrate in time.

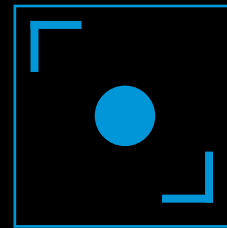
"After December 2025, businesses could receive just 90 days notice to migrate to All-IP solutions or risk losing access to essential communication and operational systems," warned Barber. "Preparation is key. Making the switch ahead of the deadline not only mitigates risks but positions businesses to unlock the full potential of All-IP services. With the right preparation this shift can be a growth opportunity rather than a challenge." ■

The Art of the Possible

Knight Corporate Finance is a corporate finance boutique providing advice to business owners in the Technology sector.



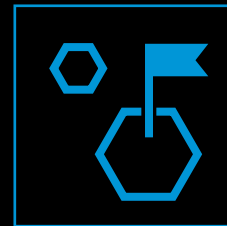
Grow



Fund



Acquire



Exit

Trusted advisors at pivotal moments of your business lifecycle, We have completed **200 transactions** and realised over **£1 Billion** for our clients.



Sale to
Evergreen



Sale to
SCC



Sale to
Giacom



Sale to
Focus



MBO and Investment
from Blixt



Knight
CORPORATE
FINANCE

Web: KnightCF.com
Email: enquiries@KnightCF.com
Tel: 0203 697 4000

Edge-driven IoT moves ce

Taking networks to the next level is IoT's trump card, and having an edge computing game plan will ensure you always hold a winning hand according to Antony Byford, Vice President of IoT & Collaboration, Westcon-Comstor.

Realising the potential of IoT entails a full consideration of its impact in the edge computing space, believes Byford. He explained that edge computing provides the ability to bring services closer to users, improving the performance of IoT applications – which often have major requirements around data transmission and privacy – while enhancing scalability and service response speeds. It also offers shorter network latency compared to cloud computing as edge servers are located geographically closer to IoT devices, ensuring optimised QoS and a real-time response.

“Future growth in the IoT space will come from edge computing,” he stated. “Its ability to offer real-time access to network information combined with ultra-low latency and high bandwidth is playing an increasingly important role in the IoT space. With the rise of edge-driven IoT we are seeing edge computing

and IoT complement each other, creating exciting opportunities for use cases such as smart cities, VR, AR and 5G-powered private networks in industrial IoT and Industry 4.0 environments. It has the potential to drive significant growth over the coming years.”

Byford also observed that forward thinking partners are realising that with the convergence of IT and Operational Technology (OT) fast becoming a cornerstone of digital transformation, leveraging IoT can enhance efficiency and decision making processes. “We’re witnessing firsthand how the boundaries between IT and OT are blurring, with vendors from each domain stepping into new territory to leverage opportunities,” he added.

“IT vendors are keen to tap into the OT market to expand their offerings, while OT vendors are embracing IT solutions to enhance connectivity and data analytics. The resulting IT-OT convergence can lead



Antony Byford

Edge-driven IoT is creating opportunities for use cases such as smart cities, VR, AR and 5G powered private networks in industrial IoT and Industry 4.0 environments

to valuable organisational gains such as automation for productivity outcomes, strengthened cybersecurity, reduced downtime, resource optimisation and improved quality and compliance.

“In essence, IoT is the backbone that supports the convergence of IT and OT, effectively bridging the gap between the digital world of IT and the physical realm of OT. By facilitating real-time

data exchange, IoT enables the seamless integration of these traditionally separate systems. This connectivity allows for a dynamic interaction between IT systems that process and analyse data and OT systems that manage and control physical processes.”

Game-changer

Furthermore, noted Byford, in an era where staying ahead means embracing the latest

technological advances, the convergence of IT and OT through IoT becomes a game-changer for partners and enterprises. “Embracing IT-OT convergence through IoT offers businesses practical opportunities to enhance their operations and stay competitive,” he added. “At the same time there is a huge need for best-of-breed cybersecurity within an IoT environment, creating an opportunity for network

Centre stage

security vendors. Many are rising to this by offering DDoS detection solutions that work to prevent attacks at the network edge, for example."

Industrial IoT

Meanwhile, the rise of Industrial IoT (IIoT) – which refers to IoT applications in the industrial and manufacturing space – is driving IT-OT convergence in large part due to the need for real-time data, analytics, end user digital applications, data management and storage. "Therefore a common thread uniting partners who are on the front foot regarding IoT is that they perceive it as an ecosystem that can accelerate their transition to recurring revenue models," stated Byford. "They are adding value by helping customers navigate what is a dynamic and, in many ways, a nascent technology domain."

This is all a long way from the 'noise' that came to define IoT a few years ago through too much talk of smart fridges and connected kettles. "This perception has stuck," stated Byford. "IoT is so much more than that. There are definitely misconceptions around IoT, both within and beyond the channel. In reality, IoT underpins many of the technologies and innovations of the future and is driving transformation on a large scale.

"Perceptions of IoT haven't kept up with the pace at which the technology itself is evolving. There is clearly a significant untapped, mutually beneficial opportunity for both providers and partners when looking at the IoT space. Closer collaboration

is absolutely central to seizing this opportunity."

The size of the opportunity is extraordinary, with IDC expecting IoT ecosystem investments to surpass \$1 trillion in 2026, with CAGR of 10.4 per cent from 2023-2027. "Some partners are not yet fully alive to the scale of the IoT market," commented Byford. "We are working to change this through the launch of a dedicated IoT division focused on unlocking the potential of IoT and the intelligent edge for partners. The division brings together Westcon-Comstor's existing IoT capabilities and vendor relationships in the IoT space under one roof in a formal go-to-market offering, ranging from security and analytics to edge computing and connectivity."

Untapped market

Any reseller or MSP keen to grow recurring revenues and potentially steal a march on rivals in what is (from a channel perspective) a relatively untapped market should consider building their IoT capabilities, urged Byford. "Ultimately, it's about actively addressing the critical need for reliable and manageable IoT solutions as end users focus on becoming digital first and digital native businesses," he added.

"It's vital that partners take the time to understand the market and identify a niche where they can build a unique proposition. Vendor relationships are of course vital, but the ability to demonstrate expertise and provide value added services from a position of authority and credibility is what sets a partner apart from the pack."



CHANNEL CHAMPIONS

3rd July 2025, Regents Park

HEADLINE SPONSOR

GIACOM.

Are your teams Channel Champions?



www.channel-champions.com
#channel-champions

The UK's No.1 magazine for voice and data solution providers

comms
dealer

2025 brings strategic part



The nature and dynamics of channel partnerships are evolving faster than ever before, and as we enter 2025 it's prime time to explore this watershed evolution and highlight what strategic alliances with vendors need to look like if they are to stand the test of time.



RHYS BAILEY
INTERIM CEO
FOCUS GROUP

ADVANCING into 2025, optimal vendor performance will rely on becoming deeply embedded in partner ecosystems with a particular emphasis on developing sophisticated integration capabilities and API architectures that streamline operational efficiency. We look to our vendors to make our lives easier and reduce our cost to service. When vendors excel in these areas and combine innovative technical solutions with strong commercial propositions, it creates a great relationship for all involved, including the end user. We maintain a constructive yet discerning approach to vendors, reviewing and refining as our business continues to evolve through acquisitions and as we adapt to market changes.



CAMILLA KARM
DIRECTOR OF SALES
AND MARKETING
REDSQUID

WE have been through a significant growth phase in the last year which has changed our vendor and tech stack. This has led us to complete supplier consolidation and strengthen our relationships key suppliers. A core priority moving into 2025 is our focus on sustainability. As a next phase of our B Corp journey we will start auditing our vendors on their ESG approach, performance and stance towards using their technology platforms to do better for the planet and keep going greener. This will drive us through a review of vendors and help define the preferred technology that we will support our customers with.



LUCY RANDALL
COMMERCIAL DIRECTOR
JIGSAW24

VENDORS now expect more qualitative contributions from their partners, beyond achieving unit sales, to qualify for top-tier accreditations. This is a welcome change as it enhances customer value through expertise and tailored solutions while enabling channel partners to differentiate and be rewarded for their efforts. Greater transparency is also needed to identify what strategies are driving market growth. Aligning this insight with a deeper understanding of channel partner ambitions is crucial for fostering effective collaboration and driving shared success. Any new additions to our portfolio will focus on aligning with the most innovative and disruptive players in today's competitive landscape.



STEPHEN AYERS
HEAD OF PRODUCTS
AND VENDORS
RAZORBLUE

OVER the past year open communication and collaboration with our vendors has led to more efficient processes, better alignment with our goals and a deeper understanding of each others' needs and capabilities. Our vendors are now more integrated into our strategic planning, fostering a sense of shared purpose and commitment to mutual success. In 2025, I'd like to see our vendors focus on a few key areas to strengthen our collaboration. Innovation should be a top priority. By consistently bringing new ideas and cutting-edge solutions our vendors can help us stay ahead of the competition. Understanding our customers' needs and delivering exceptional service should be at the heart of our vendors' strategies.

Saving your business money

45% reduction in touches in a typical 'order to bill' cycle

40% av. reduction in software costs

0% billing fees on your first £1m of revenue!

Partnerships into sharp focus



FRAN MILLER
HEAD OF STRATEGIC
VENDOR MANAGEMENT
MAINTEL

OUR vendors are adopting a more strategic approach, prioritising long-term pipeline development over short-term deals. This includes tailoring solutions to specific vertical markets, fostering outcome-driven conversations rather than simply selling products. Another focus for our vendors is around the customer lifecycle. They are ensuring proper adoption and usage to help customers maximise the full value and potential of their technology investments. The evolving partner-vendor landscape is marked by channel rationalisation, with vendors emphasising quality over quantity in their partnerships. For a partner like us, this presents an exciting opportunity. These partnerships enhance customer outcomes and drive shared growth and long-term success.



CRAIG HOILE
HEAD OF CUSTOMER
GROWTH
TOLLRING

DESPITE increasing digital transactions, people still buy from people. In 2025 we are making it a priority to connect with our partners in person to build stronger relationships and be easier to do business with. By making simplicity, trust and collaboration the cornerstones of our strategy, we will help our partners to differentiate their services in an ever-changing market. The most effective partnerships require mutual commitment. The partners that invest the time and resources to understand and engage with our latest technologies and collaborate closely with our team are far better positioned to capitalise on emerging trends and opportunities.



COLIN RIDDLE
CHIEF PRODUCT
OFFICER
AIR IT

OVER the past year we've created a dedicated role focused initially on one of our key strategic partners, enhancing collaboration and aligning long-term goals. These efforts have yielded commercial and technical benefits. In 2025, we'd like vendors to prioritise closer collaboration in offering development, especially between product management teams, to better address evolving market needs. Feedback integration and joint innovation should be key areas of focus. We constantly review our vendor stack to ensure continued alignment with our growth. This is driven by scalability, technological relevance and commercial fit.



WILL MOREY
BUSINESS DIRECTOR
SME
GAMMA

IN 2025 we'll focus on helping fast-growing resellers close new business, retain their customers and increase their monthly recurring revenue (MRR). Changes will be designed to help partners move away from leasing and embrace a full MRR model. This year, several of our resellers participated in our Partner Advisory Boards, helping us to shape product roadmaps, self-serve portal support, marketing programmes and sales enablement. These sessions allow us to become an extension of our partners' teams. Looking ahead, we'll work more closely with our partners to align commercially. The difference we see when we analyse successful partnerships is openness and agreeing mutual goals.



SCOTT MILLAR
COUNTRY MANAGER
SCOTLAND
CORE TECHNOLOGY
SYSTEMS

THERE'S a lot more that can be done to support mid-size providers, and considering multiple vendors are moving towards more direct engagement with customers, partners need to have a clear USP now more than ever. In 2025, we'd like vendors to prioritise transparency in roadmaps, faster enablement of partners for emerging technologies and tailored support for mid-market managed service providers to compete in a market with a growing number of enterprise organisations. Agile collaboration will be key in navigating economic and operational challenges. We are always looking for new partnerships with reciprocal benefits and will evaluate them based on innovation, reliability and alignment with our customers' needs. Vendors that empower us to deliver exceptional value in a cost-conscious market will remain pivotal.



THEA SZTEJKA
MD
BT WHOLESALE

IN 2025 we will focus on helping partners transition to All-IP and embrace transformative technologies like 5G and AI to future-proof their businesses. By continuing to invest in infrastructure we will ensure partners are always backed by the best network. We remain committed to deepening relationships by listening to partner needs and delivering personalised support. Inspiring sustainability and diversity within the channel is another focus, making sure the way we work doesn't cost the earth while championing people from all backgrounds.

A telecoms business management system that saves you money

anvil

anvilhub.com

0800 048 4848

Supporting talented young ND candidates

Enabling your business to embrace young neurodiverse (ND) candidates – who typically bring unique and extraordinary skill sets – begins with the recruitment process and creating a springboard for their talent to thrive, writes ND champion and Train to Win CEO Julie Mills.

It's estimated that around 15-20 per cent of the population is ND and many of these are young employees starting out in the workplace. For this group, moving out of the 'enclosed' education system and suddenly being exposed and vulnerable in the world of work can be a particularly tough transition. Doing something to alleviate this challenge really matters because studies have shown that this new wave of talent can bring unique strengths, extraordinary creativity, problem-solving skills and innovative thinking to business issues.

For example, individuals with ADHD are often highly creative and thrive in fast moving environments where they can juggle multiple tasks. Those with autism frequently excel at pattern recognition and detailed work, while people with dyslexia often demonstrate exceptional problem-solving skills and out-of-the-box thinking. However, for ND individuals to thrive they need an environment that supports their differences in the recruitment process and from the moment they start their first job. Business leaders should also recognise and respond



Julie Mills

This new wave of talent can bring unique strengths, extraordinary creativity, problem-solving skills and innovative thinking

to the sensory overload of a busy workspace, the social demands of teamwork or the difficulty in navigating unspoken rules and office politics.

Recruitment

Recognising and supporting ND candidates from the start can benefit your business faster by getting off on the right foot. It all starts at the recruitment phase. Any good recruitment process will put you on the right ND-inclusivity path from the

outset and be sensitive in recognising whether people are ND or not. Rather than ask direct questions, subtle prompts are more likely to bring to the surface possible neurodiversity indicators. One important question to ask is whether adjustments can be made to the recruitment process that ensures a welcoming approach without singling out candidates.

Some candidates may be undiagnosed, so it's vital to make the recruitment

process accessible to all, offering flexible assessments or interview formats that accommodate diverse communication styles. Employers shouldn't attempt to 'diagnose' ND but adapt to individuals, like giving extra time to process questions or allowing alternative response methods. By tailoring interviews to highlight strengths and potential, businesses not only attract exceptional talent but also reinforce their commitment to diversity.

Here's five more ways business leaders can cultivate neuro-inclusion and give ND people the start they deserve:

Create an inclusive culture: Educate managers and teams about neurodiversity and create an environment where employees feel comfortable disclosing their needs.

Tailor onboarding and training: The employee onboarding process is critical. Offer tailored training and mentoring that caters to different learning styles to help ease the transition into the workplace.

Flexible working practices: Flexibility is key to supporting neurodiverse employees. For example, consider remote work options, quiet spaces and flexible hours to help manage sensory overload or fluctuating energy levels.

Assistive technologies: These can range from speech-to-text software for dyslexic employees to preferred organisational tools for those with ADHD.

Ongoing support and feedback: Regular feedback, mentoring and coaching can make a huge difference in helping ND employees thrive in their roles. ■

Keep these dates free!

We've got 2025 all sewn up with a fantastic programme of unique ICT Channel and Fibre events proven to bring communities together to celebrate success, build relationships and forge new industry connections...



 **UK FIBRE SUMMIT**

27th March 2025
Forest of Arden Hotel
Birmingham



 **UK FIBRE AWARDS**

5th June 2025
London Marriott
Grosvenor Square



 **CHANNEL CHAMPIONS**

3rd July 2025
Regents Park
London



UK PW 25
UK PW 25
UK PW 25

UK Partner Week Summit
9th July 2025
Convene
133 Houndsditch
London



 **comms national awards**

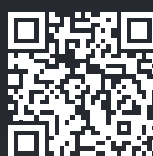
25th September 2025
Park Plaza
Westminster




commsvision
THE GLENEAGLES HOTEL

12th – 14th November 2025
The Gleneagles Hotel
Scotland

For full details of our awards and industry networking events visit...



onecom
P A R T N E R S

Vodafone Unlimited Tariff
available exclusively with
Onecom Partners at
£9.95 per month



Add **1,000** new or
porting connections by
the **31st March 2025** to win a
VIP experience to Monaco



0800 068 5939



hello@onecompartners.co.uk