

8el Business Partner Program

Selection Services PLC

"Our partnership with 8el enables us to extend their comprehensive range of services to our prospects, providing a significant value added proposition to our solutions. We have found 8el to be highly professional and easy to engage with, they are always prompt and thorough in their response. Their pricing is very competitive and 8el have helped us to close several mutually profitable deals."

GRAHAME HARRINGTON, MANAGING DIRECTOR

Alchemy Systems Western

"Our partnership with 8el is proving to be a great success, with multiple deals seen through to completion. Their depth of knowledge is a key factor in closing business and once signed their project management team are excellent, ensuring good and prompt delivery of services."

NIGEL FIELD, MANAGING DIRECTOR

Purchase Direct

"We have found 8el to be a highly capable outfit, very easy to work with and they always respond promptly and professionally when requested. I look forward to working closely with them going forward."

SIMON FLOYD, COMMUNICATIONS TEAM SALES MANAGER



Why partner with 8el?

Why 8el?

Our reputation for providing efficient, cost effective communications networks comes from our ability to combine leading technology with quality expertise and accessible, proactive support. 8el's success is built around 5 core values:

- **Flexible** networks to match your changing business needs
- **Dependable** support you can rely upon
- **Innovative** technologies to deliver business benefits
- **Knowledgeable** team providing a consultative approach
- **Passionate** about customer experience

8el is an established managed communications provider focused on Voice over IP, ISP services, Wide and Local Area Networks to UK businesses.

Our solutions portfolio gives Business Partners a competitive advantage and helps to drive their sales by fulfilling customer's specific technical requirements and business needs.

We have proven experience in successfully delivering fully managed, high quality converged networks. Businesses are choosing to work with 8el as we are proving our ability to harness communications to fulfill partner and end user business objectives.

First to meet the demand for well supported, innovative, network solutions

During the mid to late 1990s, corporates found it increasingly difficult to find solutions to accommodate their rapidly changing communication needs. Furthermore, good service and support was rare from network suppliers outside of large accounts.

Recognising this opportunity, 8el was founded in 1999 with the aim of providing highly tailored voice and data solutions backed by first class support for the SME to mid-enterprise market space. Since conception, 8el has provided converged communications initially using ATM but more recently through IP and MPLS.

Today, 8el services over 40,000 end users and multiple Business

Partners throughout the UK. 8el's broad range of solutions deliver significant financial and performance advantages in-line with customer and partner requirements. Bespoke communication solutions have been deployed across a number of vertical markets including legal, charity, engineering, publishing, accountancy and recruitment. Business Partners include Alchemy Systems, Cantano, Sigma Communications, Evo Systems and Selection Services plc.

As businesses strive to deliver competitive solutions to the ever increasing communications challenges, 8el is engaging with partners as a trusted supplier to consolidate their position and bridge any solution gaps.

8el runs an all IP network

8el provides a full range of all IP services that enable customers to turn technology advances into business benefits. A widely used industry term, Next Generation Networks (NGN) offer truly converged

packet-based inter-site network solution with voice, data and media traffic (along with ISP connectivity) consolidated on a single, robust platform.

Why be a Business Partner of 8el?

- *Protect existing business from competitive threat*
- *Help enforce a trusted advisor status with your customer base*
- *Drive new revenues and margin*
- *Gain access to new markets*

8el Business Partner program delivers:

- *Simple and flexible engagement model*
- *Sales and marketing support to help promote the combined solution*
- *Effective project management and support at every level of the process*
- *Proven success and experience of managed communications*

8el have a strategic focus in the VoIP market

8el's CallPort platform is an IP Centrex solution developed as an alternative to a LAN based PBX. CallPort is differentiated from any other IP Centrex platform and has been designed by 8el to deliver a range of telephony features and benefits to the mid enterprise market space. CallPort is based on industry standard IP technology,

maintains call quality and delivers a superior range of functionality, whilst retaining a simple and intuitive experience for corporate users.

CallPort will provide you with a market leading IP Centrex platform that will open up a new market space and complete your solution offering to end users.

Why trust 8el?

8el has experience in managing over 800 network installations and will provide highly trained engineers to assist our Business Partners in deploying these networks. A dedicated project management team will oversee the process through to delivery. 8el's accredited project managers have the expertise and knowledge to ensure the installation process

proceeds as simply and efficiently as possible.

8el is committed to a full life cycle on solutions, which include training on systems, along with regular technical updates and proactive channel account management. 8el ensures that the commercial engagement, after-sales support and service delivery continues throughout.

Proactive 24/7 support; 365 days a year

The dedicated, highly trained Network Operations Centre (NOC) acts as a single point of contact for Business Partners and customers with 1st and 2nd line support available 24/7; 365 days a year. In-house network monitoring tools such as AppFlow and CallWatch Interactive proactively identify problems in real

time and provide advanced warning and analysis to IT departments to supply a rounded solution. 8el can provide a fully managed service across the network; helping Business Partners to deliver effective and valuable solutions to their customers.

What next? 8el would like to understand your business requirements further. Please contact one of our Business Partner specialists on 0118 338 3062 or email info@8el.com.

