

A different kind *of partner*

Comms Business Magazine talks to Paul McEwan, Managing Director and founder of Comms One, the Essex-based communications provider that is coming up with new ways of gaining new business for their channel partners.



Paul McEwan

comms business

I know, another 'comms' company – as if there isn't plenty of those already! Well maybe, but however crowded a marketplace seems, there is always room for improvement and that's where Comms One say they come in, with a new approach to channel partnering.

Paul McEwan, Managing Director and founder of Comms One, "Now, if you think that you have heard all this before then possibly you have – but have you actually experienced a 'different' approach that has been better for you and your business? We have built Comms One as a partner business that is structured to provide more than our competitors.

"We have developed a resilient and intuitive web interface that is fully WLR3 integrated and simple to use. Having listened to what our Partners want, we have worked with Dataflow to develop a bespoke system. Both Comms One and Dataflow are not only passionate about billing, but really understand it and how integral it is to our partners. Not only does the new system provide daily CDRs, but it also gives our partners the tools to produce fully branded billing which they can send direct to their clients."

Comms Business: What are you doing to help your channel partners gain incremental business?

Paul McEwan, "We have expanded on the traditional products and services offered to partners, to provide a select range of services that will help our partners' businesses grow and (let's be honest) help our business grow too, including: Telesales and lead generation, White label mobile products, Systems installations and engineering, Calls, lines, WLR3, CPS and inbound telephony, Marketing design and web development, HR and legal services."

Comms Business: Comms One was established at the end of 2009 so how has your team grown?

Paul McEwan, "We recently moved in to our new offices in Stansted Mountfitchet, Essex, and have a skilled and motivated team on board - a group of highly experienced individuals who have been in the channel for many years (more than some would prefer to mention). Leading the support team is Emma

Filmer, who has dedicated her career to assisting resellers to achieve success.

"Although starting Comms One was not an easy decision, I know it was the right one. I have been fortunate enough during my time in the industry to work with some exceptionally talented individuals, many of whom make up the team at Comms One and share my enthusiasm for doing it better.

"We do our job well, so you can concentrate on doing yours and we are focused on supporting our partners' growth, so please don't hesitate to call me to talk about working together."

Comms Business: What has been the response from the channel so far?

Paul McEwan, "It's been great. A very positive reception from resellers. They have recognised that we can really add value to their business and help them grow. They like our experienced support team that fully understands the needs of a channel partner.

"Of course we remain very competitive as well but if you win a deal on price alone then you run the risk that one day you are likely to lose that deal on price. It's the stuff that does not appear on the invoice that is important – helping partners grow their business."

Comms Business: We all work in a very dynamic market. What's next for Comms One?

Paul McEwan, "We have just launched a partner incentive which will see two people take a great holiday in the Maldives.

"Significantly we have also launched a Cisco-based hosted telephony service for our partners based upon a multi-tenant configured Call Manager system. Over the last 12-18 months we have seen a huge shift towards hosted telephony. Users like the 'no upfront costs' aspect of the solution and the speed at which it can be deployed. Quality and reliability issues for hosted solutions are a thing of the past and having a Cisco IP phone on your desk is no bad thing either.

"Additionally we now have a complete 'managed service' mobile offering for channel partners whereby all they have to do is send us their customer mobile bills and we will provide the rest of the solution for them."

More Information - www.commsone.co.uk