

SWYX PARTNERS WITH PBX HOSTING

Unified Communications vendor Swyx has signed an agreement with PBX Hosting that will provide the UK channel with access to Swyx's cloud-based unified communications delivered via the cloud service provider's, datacentre in Telehouse, London Docklands.

Swyx International Cloud Manager, Michael Hostbaek explains, "We are delighted to be partnering with PBX Hosting who are one of the UK's most knowledgeable and well-established cloud hubs specialising in telephony. This is great news for our existing or new resellers who are thinking about adding cloud-based UC to their portfolio, but perhaps do not want to invest in their own datacentre and hardware.

By using PBX Hosting, our partners will have access to a ready-made facility that offers all the supporting infrastructure and services they need to meet the demands from the growing number of SMEs that are

looking for hosted communications with a high degree of functionality and customisation."

Co-Founder and Sales Director at PBX Hosting, Stuart Gibson commented, "We are really excited to be working with Swyx. We immediately recognised how the product could fill a massive gap in the market. No other product has such as powerful softphone and call scripting engine, not to mention its desktop integration capabilities.

One of our key benefits to the channel is that we take away the headache of supporting infrastructure. As we are managing high volumes, we can provide a high level of enterprise grade availability and fault tolerance that is only achievable at scale. In contrast, resellers who are asked to build hosted solutions at multiple locations are often constrained by budgets, that can sometimes lead to performance issues. We take care of the infrastructure and leave the channel



Michael Hostbaek

to do what they do best, support and add-value. We anticipate huge demand for cloud-based Swyx over the next few years as demand from SMEs for subscription based communications increases."

DIVA LAUNCHES WLR & CPS SERVICE FOR IRELAND

Diva Telecom has launched an exclusive Republic of Ireland WLR & CPS service to their channel partners.

The new service will provide resellers with a unique business opportunity to engage with the sizeable business community in the Republic of Ireland. Resellers will benefit from the ability to strengthen their proposition and offer competitively priced wholesale lines and calls across the UK and Ireland to their end users.

Pauline Beattie Diva's newly appointed Channel Manager says "We are excited to launch wholesale lines and calls in the Republic of Ireland

as a welcome addition to our channel partner range, the service will allow resellers to unlock opportunities for multi-site end users across the UK and Republic of Ireland"

Erica Lewis MD, Diva Telecom further comments that "Diva Telecom has always been a niche player in the telecoms market, we understand the importance of having new and interesting products to talk to your customers about. The Republic of Ireland WLR & CPS service offers a powerful means to engage with customers on a new geographic level."



Erica Lewis

DATA PROTECTION REGULATIONS LOOM

Publication of the long-awaited General Data Protection Regulation (GDPR) of the EU regulation is expected around July 2016 so now is the time to take action according to Colin Tankard, Managing Director of data security company Digital Pathways.

Once published there will then be a two-year period for every organisation that does business in, or with, the EU to comply with the regulation. The GDPR expands the scope of data protection so that anyone or any organisation that collects and processes information related to EU citizens must comply with it, no matter where they are based or the data is stored. Cloud storage is no exception.

Sanctions for non-compliance with the regulation have not only been made uniform, but they have been increased considerably. For a minor breach, organisations can be fined up to 2% of their worldwide revenue or 10 million Euros, whichever is higher, although a warning can be given for first offences. For more serious violations, fines of up to 4% of worldwide revenues can be imposed or 20 million Euros, whichever is higher.