



## **Enreach hits another milestone in group's technology strategy with Cloud PBX integration for the UK market**

*Roll-out within the group of cloud-hosted telephony, video meetings and OSS/BSS solution*

**Almere/Dortmund**, September 9, 2020 - Enreach, the fast-growing European unified communications group, has announced the latest steps in its integration strategy, with delivery of the group's hosted cloud telephony and collaboration solution to UK-based Network Telecom, part of Enreach. This follows roll-out of both its OSS/BSS and online meetings solutions within the group. Coming soon is integration of comprehensive cloud contact centre technology.

Enreach's acquisition strategy has two dimensions: one, to expand its geographic footprint and launch existing products and services; and two, to acquire best-in-class products and technologies, integrate and enhance them, and then roll out across countries covered by the group. This approach gives end users fast access to new developments, through Enreach's ability to rapidly integrate, scale and provide new features, products and services. For channel and service providers partners, a single Enreach platform is designed to make cross-and-upselling easier, as well as to approach new market segments.

### **Hosted cloud telephony**

Network Telecom's hosted cloud telephony solution (based on Enreach technology) gives customers access to all their business communications anytime, anywhere and across any device, with simple log-in from the app or any browser. Like all Enreach solutions, NT Cloud PRO is designed with built-in flexibility, ease-of-use and cutting-edge features.

### **Other milestones**

In addition, the latest version of Enreach Meetings (renamed by different brands in the group) has recently been rolled out within Europe, with a series of enhancements being progressively added. So far, these have included Stickers — designed to add a fun dimension to meetings — and improvements that help users manage their reachability. Designed specifically for SMBs, Enreach Meetings is accessible from any web browser, without any need to download additional software. Created with mobility in mind, Enreach Meetings can also be used on tablets and smartphones, without requiring an app to be installed. It also integrates seamlessly with other business apps.

Enreach's OSS/BSS solution is also being rolled out to other parts of the group, to help local partners easily provision, sell and support products within the Enreach portfolio from a single online portal. Features include: customer, portfolio and service management; personalized branding; a hardware webshop; a service order wizard; online postcode check; and a customer service tool including ticketing.

Another project is to integrate the cloud contact center technology within in the group, to make it available to several countries across Europe.

According to Martin Classen, CPO of Enreach; "Every integration milestone brings us closer to the goal of offering the most complete UCaaS one-stop-shop in Europe, to benefit service providers, reseller partners and SMB users".

Koen van Geffen, CTO of Enreach: "Our cloud platform is made from a selection of best-of-breed technologies that seamlessly integrate for the best user experience. Thanks to the synergies between all the products in the group, we are able to quickly deploy new functionality and make it available to a growing number of countries and users."

**About Enreach**

Enreach is the parent company of various labels such as Voiceworks, Swyx, Centile, Eazit, i4IP, ipnordic, M Mobility, HeroBase, Network Telecom and masvoz. Enreach provides collaboration technology and telecoms services via their reselling and service providing partners or direct brands that are transformative for SMEs and the people that work with them. All brands contribute to intelligent, integrated IT and communication solutions that ensure optimal communication and workflow between organisations. Enreach's mission is to give businesses access to the best communication and collaboration tools with an easy, user-centric interface built around their specific needs and systems. The group's products put powerful features in reach of every business, no matter the industry or size, so their employees can focus on getting amazing things done. Enreach is active in the core markets Germany, the Netherlands, Denmark, UK, Spain and France with activities in 25 countries and 900 employees.

For more information about Enreach, please visit: <https://enreach.com/>

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