

# Reaping the benefits & value of an Independent Technology Advisory service



Unlock Your Strategic Potential with VoIP Products: Your Virtual CIO/CTO Partner for Seamless Technology Integration and Innovation. Leverage our Expertise in Unified Communications, Networks, Cybersecurity, and Cloud Computing. We Bring the Latest Thinking and Tailored Solutions to Your Business. As Your Technology Market Analyst, We Identify Ideal Technologies and Vendors, Ensuring Optimal Strategic Alignment. Transforming into Your Representative and Advocate, identifying the Best Supplier for Your Needs. Partnering with Leading Vendors and Securing market leading Competitive Commercial Offers.

## Your Virtual CIO/CTO

If your organisation hasn't yet expanded to include the Chief Information or Chief Technology Officer functions. In other words, somebody who connects strategy and technology together. Or perhaps you just need an extra pair of eyes, ears and ideas?

Then at VoIP Products, with our experience and knowledge of the technology markets we operate within, that's where we excel.

By becoming a regular contributing member of the management team, we can bring to the table the latest thinking and technology ideas relevant to your area of business.



## WHY VoIP Products

Can support your business technology transition.

The technology areas that we cover...

**Unified Communications and Collaboration:** Or as they are often referred to in today's 'as a service' world UCaaS and CCaaS, or telephony and VoIP, including contact centre. Or as we like to call it everything Employee and Customer Experience related (ECX)

**Networks and Connectivity:** Everything from standard Internet access wherever you're located, whether it's local, national or global. Plus, Wide Area Network (WAN) technologies Such as MPLS or more lately SD-Wan and SASE.

**Cybersecurity:** We run a technology and vendor agnostic cyber security practice that enables us to look holistically at your particular security challenges, identifying the most appropriate security strategy for your business, before we turn to our extensive ecosystem of vendors for help with your requirements.

**Cloud Compute:** Everything data centre or virtual desktop and even Software as a Service (SaaS) related.



## A Complete Technology Market Analyst

Either we've helped you connect your strategy to a plan to deliver on this using the perfect technology or you've already got this covered.

Once this has been achieved, we become your technology market analyst for the areas within our expertise. When the appropriate technologies have been identified that you are seeking to help you realise your strategic aims, we will turn to our vendor ecosystem and identify the most appropriate vendors/suppliers that we believe are a match for your needs, then arrange and manage meetings.



## Your Representative and Advocate

Moving from being analysts to advocate, or in other words we shift to your side of the table, where we use our experience to help you identify the most appropriate supplier for your particular needs.

Our experience and skills become particularly valuable at this point in the programme, where we leverage our knowledge of each of our represented vendors capabilities and road maps. Plus, we ensure that the sometimes over-zealous, target orientated salespeople don't put their objectives ahead of yours.

And don't forget the important commercials. Because we strategically partner with the leading vendors in the market for the technologies that we cover, we seek out and work only with vendors whose technology is their own (no white labelling allowed). Which means that each of the vendors know they will likely be up against their closest competition and potentially emerging vendors who will have differentiated and unique propositions. This means that when it's time to present their commercial offer, they will make the most attractive commercial terms available to you.

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## Plus, we stick around.

One thing we can be sure of in the technology market is change. That doesn't just mean evolution and improvement of the technologies that we will be bringing to you, but it also means organisations change. In other words, people come and go.

As part of the selection process, we will help make sure that you agree optimum contractual terms with your selected vendor. Then we stay involved through implementation, adoption and support, ensuring that your experience of the vendor and their technology service is as good as the glossy brochure promises.

we guarantee that whilst people move on to new roles, often at new organisations from the vendors that you select for your services, at Castior, where we have a vested long-term interest in your success we will stick around as part of your project team to make sure that the relationship that you want with your vendor and experience of their service takes place.



VOIP PRODUCTS

## Why VoIP Products

By embracing cloud-based communications your business can stay ahead in the digital era and unlock new opportunities for growth and success.

With an extensive eco system of cloud suppliers, as a vendor agnostic solutions provider we are your one stop partner to better business outcomes.

Call us for more details: : +44 (0) 7867 668626 or email [sean@voipproducts.co.uk](mailto:sean@voipproducts.co.uk)