

# Complete Solutions

North Wales-based reseller i Data has only been in business just over three years but has already established a converged applications business and is about to launch a channel service offering based around their billing and network services portfolio. Director James Wilson explains.

i Data Com Limited has been trading since February 2008 and now employs 11 staff. "We began our business in a converted garage in North Wales which seems an unlikely base for a hi-tech business, but this is where Chris Quayle, Nick Cheetham and I started it all off.

"18 months later we bought new premises on Zone One of the Deeside Industrial Estate, North Wales which we completely refurbished and moved into a few weeks after that. This move enabled i Data to start planning for the future expansion and really put ourselves on the map!"

Starting a new business just as the recession was beginning to take its toll might not sound like a good idea, but James explained that a tough trading climate has brought benefits for i Data.

"Businesses are looking at ways to reduce costs and improve performance and their telecommunications has proved to be a good starting point. We undertake a review of existing systems, including landlines, business mobiles, phone systems, applications etc. Our turnover has now exceeded £1 million and is still growing. Our key achievements to date I would summarise as follows;

- 1 of only 75 GOLD partners in the whole of the UK partnering with Vodafone
- Recently achieved the 'Apple iPhone Accreditation' and joined the select few
- Created our own landline billing platform and passed the criteria to partner with Openreach direct
- Awarded our own Direct Debit licence
- We are certified through Vodafone's 'One Net' accredited partner scheme
- Won regional 'Business of the Year' award in 2009
- Recently launched an exciting partner proposition to resell our landline and internet products
- Proud to be partnering with Capstan Communications and LG Ericsson"

The last item here is significant; i Data began life as a 100% mobile phones and applications business but had the vision to see that a wider portfolio that included fixed line telephone systems was essential for their future.

"We researched the market for a phone system to resell and were very impressed with distributor Capstan Communications and their IPECS solution from LG. The fact that Capstan were the sole importer of the system was seen by



ourselves as being a very strong selling point as they have 'control' over the market from a perspective of stability.

"Capstan stood out from the rest. In our opinion many phone systems need a lot of 'add-ons' to help them achieve a fuller functionality but with IPECS most of those add-ons are shipped as standard features. Capstan was also able to demonstrate an extensive product development roadmap as well as their ability to have all the latest tools to help us sell and support customers. In particular their complete online presence and use of Webinars is outstanding.

"Our relationship with them has helped us develop our knowledge and expertise in this arena. Capstan has the same ethos as ourselves – keeping close to customers.

"We have installed our own LG IPECS system to boost familiarity with features which in turn aids and supports our sales proposition. Training, technical support and competitive prices have enabled that relationship to blossom and has proved to be a significantly fruitful choice for i Data and our clients alike."

## Business outlook and plans

James Wilson says that i Data are now looking into hosted 'Cloud' products over the next six months to add to their growing portfolio.

"At the moment we supply our customers with mobiles, landline lines, phone systems, broadband and most recently dedicated lease lines. We feel the next step will be to offer hosted services to our growing client base which will enable i Data to be 'The Complete Solutions Company'. We are aware of a growing number of large enterprises moving towards hosted services which will eventually have the domino effect into the SME market and i Data want to be at the forefront to be able to offer these new solutions to our customers and partners."



James Wilson, Chris Quayle and Nick Cheetham of i Data collecting their Regional Business Award in 2009

## TRAINING & ACCREDITATION

- Vodafone 'One Net' accredited
- LG Ericsson IPECS training & Installation
- Paperless Direct Debit accreditations
- Apple accredited
- Vodafone 'One Net' accredited partner
- Blackberry Alliance member
- Broadband LLU provider
- Ofcom registered