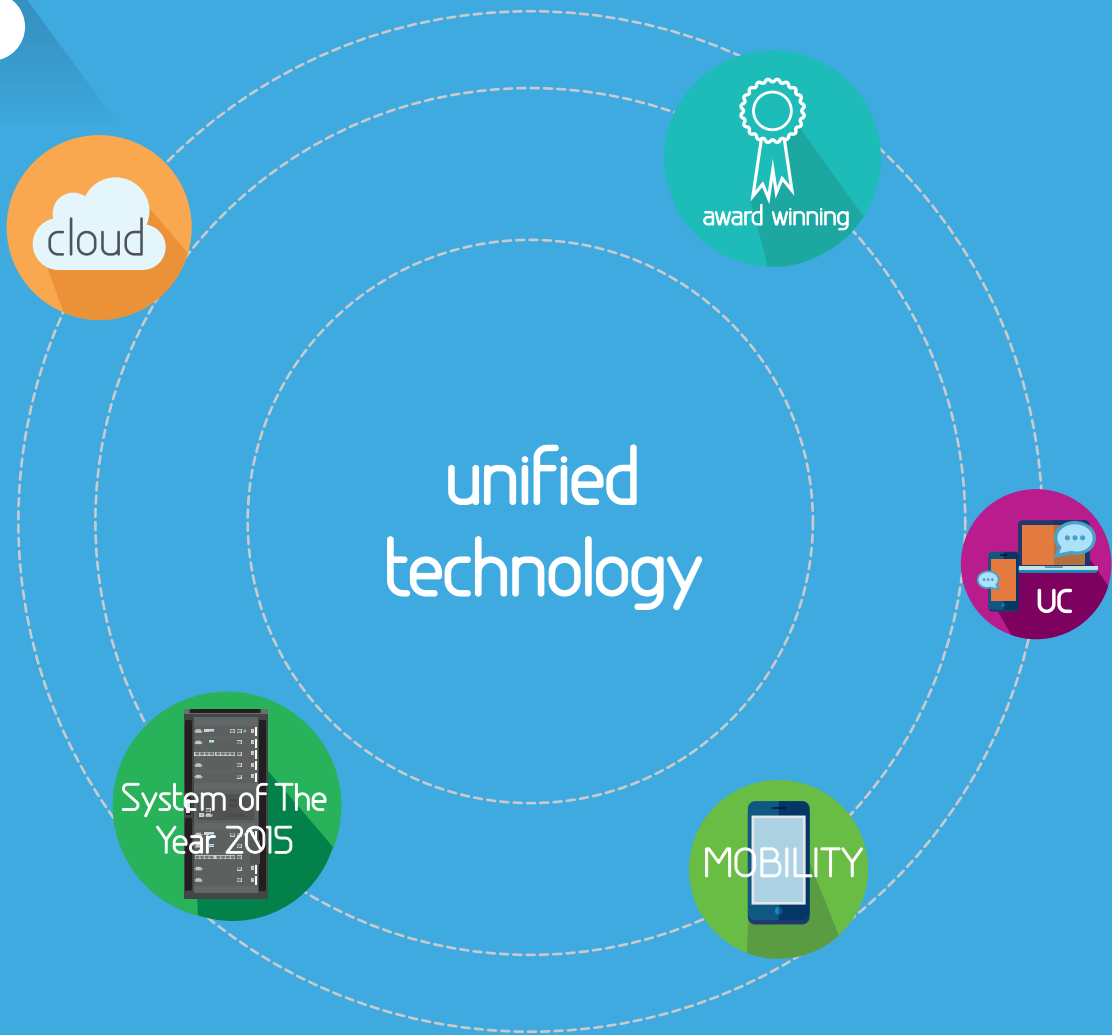


# we are pragma



# In a nutshell - Why would you want to grow your business with Ericsson-LG Enterprise?



Pragma is the UK distributor for Ericsson-LG iPECS unified communications technology. The Pragma team have a single focus: supporting reseller growth through sales of Ericsson-LG UC platforms and applications. With dedicated sales, technical and marketing teams Pragma believe in taking a proactive and supportive role in helping resellers grow and develop their business.



At the heart of our proposition is a consultative approach where we engage resellers in developing and delivering the very best product propositions, marketing programmes and support tools.

# Build a True Communications Solution for Your Customers

iPECS CLOUD delivers a full PBX feature set to your customers and gives them the communications tools they need

TRUE IP COMMUNICATIONS PLATFORM with modular distributed architecture to unleash the power of the network

EASY SYSTEM CAPACITY EXPANSION through licensing and modules means iPECS can scale from 5 - 30,000+ users

EASY MANAGEMENT OF YOUR COMMUNICATIONS platform, devices and applications through a simple portal, empowering IT support and security teams with the tools they need

TRULY RESILIENT ARCHITECTURE with geographic redundancy and transparent networking for building highly resilient multi-site UC infrastructure



iPECS UC technology provides the platforms for your customers to grow and evolve their communications to fit their business needs.

iPECS enables you to deliver a tailored communication experience for your customers regardless of whether they need basic telephony, unified communications and collaboration or the economies and flexibility of cloud. All our core platforms operate the same software and feature set with complete interoperability across handsets and applications, meaning you can build a true solution for your customers.



EVOLUTION from existing Ericsson-LG technologies, building on the features and functionality that already support and connect your customers

iPECS CLOUD platform delivers all the power of the PBX through a cloud service.

INTUITIVE MOBILITY tools integrated into iPECS

CONSISTENT UNIFIED COMMUNICATIONS INTERFACE across multiple devices supporting voice and video communication as well as web collaboration, presence and messaging

SKYPE FOR BUSINESS INTEGRATION enabling Office 365 or on-premise Skype with iPECS rich voice feature set and functionality, as well as presence integration

IP, DIGITAL AND SIP END-POINTS providing a range of devices to suit every user

Ericsson-LG Enterprise is a leading provider of business communications solutions with over 40 years of experience in the global market. Bringing its premium brand 'iPECS' to the market, Ericsson-LG Enterprise delivers a complete product lineup for Unified Communications from small to large-sized businesses, and establishes its strong position through advanced technology and diverse reference sites.



We enjoy working with and would thoroughly recommend Pragma because they are focused on building relationships and addressing our needs. They provide all the support and training our sales team need to win deals, along with excellent technical backup from their support team. Their product portfolio allows us to offer winning solutions to our customers whilst crucially retaining great margins. Whether I want a technical question answered or support with a particular opportunity I know that any member of their team is just a phone call away.

Ralph Gilbert  
Owner and Managing Director

Pragma are the ideal distributor and partner. Not only do they have all the knowledge needed in order to help train our staff and keep us up to date with the current technology, their customer service is second to none. Their commitment to the companies that resell their products can be demonstrated by our growth - we have doubled our customer base and our team.

We have put in a lot of hard work ourselves, but having Pragma at the end of the phone, with their staff more than happy to go over and above to help us reach our goals, is a fantastic asset and one we are truly grateful for.

Matt Croxford  
Owner and Managing Director

Since working with Pragma our business has grown significantly. The sales and marketing assistance from Pragma directly led to an increase in both our win rate and our ability to close business on the first appointment. Their commitment and focus on our business is unquestionable and makes a big difference to our success. Leading with the Ericsson-LG iPECS range gives our team huge confidence as customers already know and trust those brands. iPECS platforms and applications mean we can deliver true solutions for our customers. With Pragma support we were recognised as Reseller of the Year at the recent Comms Business Awards. There is no doubt that Pragma and iPECS have contributed towards our development and we look forward to building an even closer partnership over the coming years.

Adrian Jackson  
Owner and Managing Director



|| a partner like  
no other ||



So many times in the past we have taken on a new product, with great enthusiasm from the supplier and super-fast training for sales staff, only to find a lengthy wait to be able to bring our engineering teams up to speed. With Pragma it couldn't have been more different. They know that selling the product is only half the battle and have taken the time to make sure we were ready to hit the ground running.

With a genuine passion for their product, impressive level of understanding and sincere willingness to share their expertise, Pragma are a partner like no other.

Visiting us no less than six times within the first few weeks of our partnership, Pragma made sure they were with us every step of the way as we found our feet with the new products. We'd love to say we'd recommend everyone to work with them...but we don't want to share!

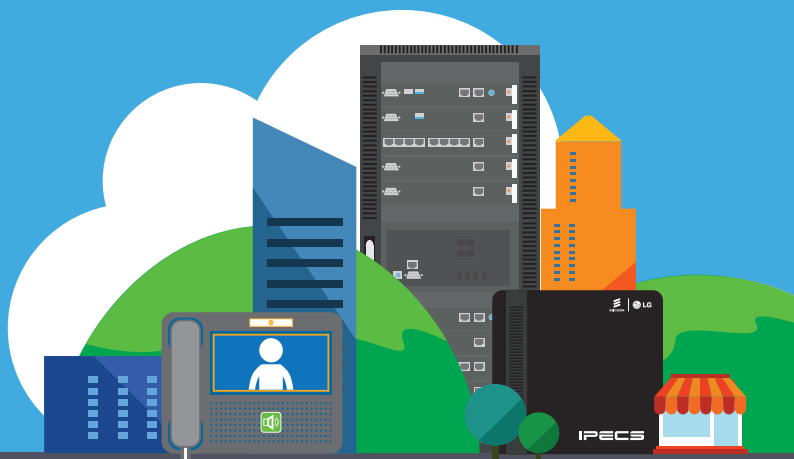
**Claire Baker**  
Managing Director

Having been in the industry for over thirty years it's refreshing to be working with Pragma and Ericsson-LG. Pragma are a neat team of people who I feel are always working to support us with fresh thinking and a family feel. This is then backed up by Ericsson-LG which provides the corporate muscle that is required to deliver acceptance in the marketplace, but unlike others that are in this space Ericsson-LG are very good at taking feedback and responding to this in a positive manner. I am very pleased with the relationship and look forward to the future.

**Mick Watts,**  
Owner and Managing Director

Pragma's systems, support and training have really empowered us to add value to our customers and importantly our bottom line. Our team have really embraced selling the Ericsson-LG iPECS range mainly due to the training, and of course the margin. Being relatively new to the systems market we are really pleased with our decision to choose Pragma as our preferred systems provider.

**Steffan Dancy**  
Managing Director



Ericsson-LG iPECS and Pragma are the choice of high growth, innovative technology companies. iPECS is usually positioned in our resellers portfolio as the high profit, high growth product and is used to drive new opportunities for resellers to win and secure customers.

With industry leading profit margins and excellent support for sales, marketing and technical teams, iPECS will be a profitable and unstoppable part of your portfolio in no time.

# the team

Our whole team is passionate about your success and we would welcome the opportunity to understand more about your business and how we can work



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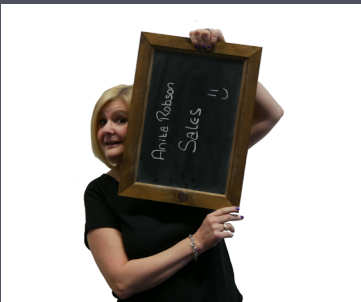
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