



we are  
**pragma**  
unified technology



iPECS is an Ericsson-LG Brand



# Partner for Growth

## Why Ericsson-LG?

GLOBAL MARKET LEADERSHIP with presence in over 60 countries

10M+ USERS and growing

TOP 10 in Gartner's high growth vendor analysis

DEEPLY ROOTED IN COMMUNICATIONS, with the ability to leverage decades of experience in designing business-ready PBX solutions

R&D FOCUSED to deliver innovative communications technologies

RELIABLE AND RESILIENT data centre infrastructure

AWARD WINNING - Best SME Telephony Solution 2017 & 2018

A SINGLE, SCALABLE PRODUCT to address the needs of 5 to 30,000+ users

#1 in South Korea, Russia, Israel and Australia

AN END-TO-END PORTFOLIO that covers everything from cloud solutions and on-premise communications systems through to headsets, handsets, and mobile and desktop apps

MARKET LEADING DISCOUNTS and reseller profit opportunities

25+ YEARS helping UK businesses grow

A SINGLE POINT OF CONTACT in the UK, supporting you every step of the way



### Swedish innovation meets Korean technology

Ericsson-LG is a joint venture company between Ericsson and LG Electronics. The combination of two of the world's largest technology companies helps enable the seamless delivery of market leading communications solutions to enterprises of all sizes.

Ericsson-LG is one of the world's most innovative unified communications companies, providing future-proof solutions that can easily be deployed on-premise, from the cloud or as a hybrid solution.

# Give your customers future-proof communications solutions that grow with their business



With iPECS CLOUD, your customers get a full telephony feature set - giving them the communications tools they need to succeed



Unleash the power of their networks by leveraging modular distributed architecture through a TRUE IP COMMUNICATIONS PLATFORM



Enable scalability with EASY SYSTEM CAPACITY EXPANSION modules and licences that can see them scale from 5 to 30,000+ users without breaking a sweat



A SIMPLE, EASY-TO-USE PORTAL, enabling your customers to easily manage their communications platforms, devices and applications by giving their IT support and security teams the tools they need



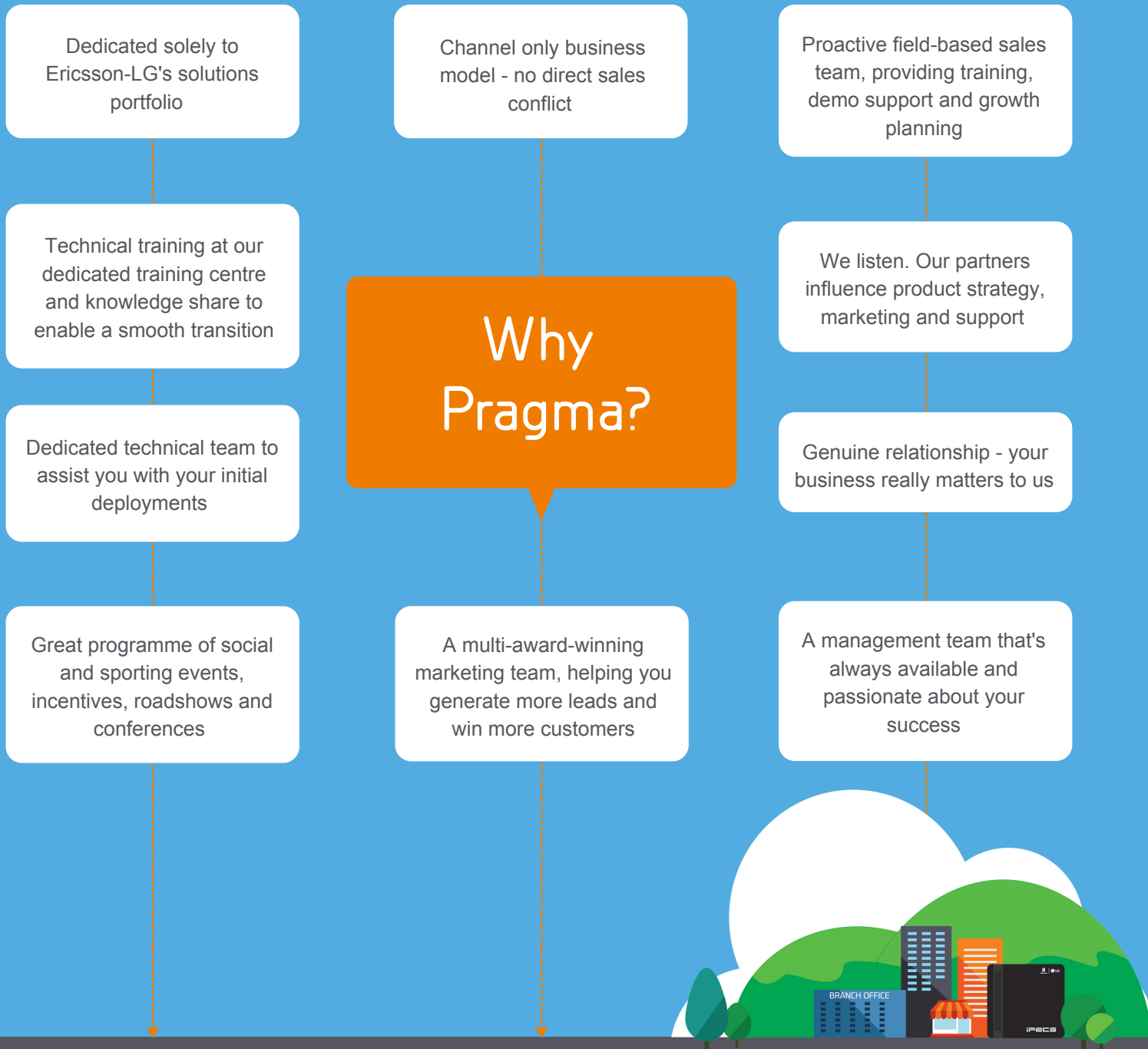
**iPECS UC technology provides the platforms your customers need to grow and evolve their communications to fit their business needs.**

With iPECS, you can 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 core iPECS platforms operate the same software and feature set, ensuring complete interoperability across handsets and applications while helping you build true customer focused solutions.

# The Pragma Advantage

Scalable solutions, greater profit margins, an extensive product portfolio and dedicated support.



**Pragma is the sole UK distributor for Ericsson-LG iPECS unified communications technology.**

At Pragma, our focus is on supporting reseller growth, that's why our dedicated sales, technical and marketing teams are there to support you every step of the way.

Our relationship with our partners isn't just transactional. By leveraging our knowledge of distribution, partners' needs and changing technologies, we work as an extension of your business to make sure that success is mutual.

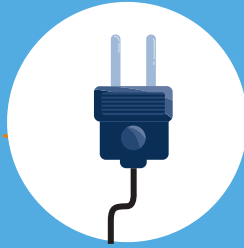
# In 2019, we have



Provided  
**1,000+ hours**  
of sales training for our  
partners across the UK



Successfully handled  
more than  
**8,500 support requests**  
from partners



Carried out installations on behalf of  
partners to enable their customers to  
increase their capacity by over  
**4,000 seats**



Spent over  
**500 hours**  
on reseller events and  
incentive programmes



Created  
**100+ pieces**  
of end-user focused marketing  
collateral for our resellers



Delivered  
**100s of hours**  
of cloud and on-premise  
technical training



Delivered  
**100s of hours**  
of demo support  
sessions

All to ensure a 4 week turn-around for new partners, from  
sign-up to first order/installation

# What Our Partners Say

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 needs 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's systems, support and training has really empowered us to add value to our customers and importantly our bottom line. Our team has 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



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 Director



# Web Listings

**We've made it easier for you to increase your billing revenue!**

**Forget complex products, long learning curves and complicated sales cycles, introduce Web Listings to your customers and watch your revenue grow.**



Pragma and SO Connect bring you Web Listings, an online listing solution that has been designed to help comms resellers provide more value while increasing their monthly billing revenue.



As localised search takes centre stage on social networks, sat nav systems, review sites and search engines, businesses need to optimise their online presence to stay on top of things.

Web Listings from Pragma and So Connect can help your customers do just that. Our easy-to-use platform enables your customers to take control of their business listings on over 50 platforms with the click of a single button.

## Imagine the possibilities



You're a reseller with 1,500 customer locations...



...And you run the enrolment process assuming a 10% opt out...



...You could add £145k to your revenue and £65k margin to annual billing total.

# The Team

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

Please contact any member of the Sales team on the numbers below.



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