



Selling O2 Digital Solutions

At Chess, we believe in working smart and use a wide variety of digital applications that improve productivity and lower our operational costs.

We only offer our partners solutions and products that have a proven record of profitability and increasing market demand.

The telecommunications sector is no longer just about selling connections, but also about providing additional ICT services.

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Businesses are becoming increasingly aware of the cybersecurity threat and how often even smaller companies are attacked.

GARRY ISLIN | MOBILE SALES

PRODUCT

O₂

MaaS360[®]
by Fiberlink

SECTOR
Telecoms

SOLUTION
Digital

For More Information Please Get in Touch

Call Us Now: [0330 102 5627](tel:03301025627)

Web: ChessPartner.co.uk

The Market Opportunity

The digital evolution and improved connectivity fuelled the demand for cloud-based applications. Millennials will comprise at least 50% of the workforce by 2020, and they are changing the way we do business.

Flexibility is becoming the most crucial aspect of work nowadays and the typical 9 to 5 day is no more. The agile way of working inspires greater inter-team collaboration. To make information accessible from multiple devices, data is stored on the cloud. It has been estimated by the end of this year, more than 80% of business will rely on hosted solutions for the majority of their business operations.

Accessing company information from different points can create weak spots in security and endanger customer data. To ensure compliance, business owners need to consider how they can safeguard the devices their people use. Recent studies show that 39% of people have downloaded malware, while 10 million devices are lost every year in the UK alone.

The Sales Process

Reselling digital services does not require extensive knowledge. Garry Islin, Mobile Sales, says, "we were already aware that our customer was looking for a cyber security solution. I knew that O2 offered a cloud-based product called MaaS360 that allows for the management of BYOD and enterprise-issued devices, including smartphones, tablets, and laptops."

"O2 provide you with full sales support, so I was able to schedule an online consultation between myself, the customer and the network's team."

The O2 digital consultants offer full consultation services, full set up of the cloud solution, training and business process optimisation and premium customer support.

"This eases my work and cuts down on my own investment into a sale – everything is done online, so all travel costs are removed."

A quarter of SMEs have at least 50% of their employees working remotely. "These services are such a small investment and they've become a necessity today, so you can target businesses of any size,"

says Garry Islin, Mobile Sales. "MaaS360 gives the customer a high level of security for a very low monthly investment protecting their business and giving them control of what their users can and cannot do with their mobile devices."

"Businesses are becoming increasingly aware of the cybersecurity threat and how often even smaller companies are attacked," according to Garry. SMBs claim they lack in-house Cloud expertise so they look for specialists who can secure their businesses and help them start collaborating more efficiently, which is a double benefit for us!"

Cross-sell opportunities

Because of the growing demand for such services, resellers can target their existing customers. Look through your existing mobile database and identify cross-sell opportunities. O2 have a wide selection of digital solutions including storage, collaboration and security apps. Garry Islin, Mobile Sales adds, "the contracts are usually for 12 months, which would also then help with the re-signing process as it makes customers 'sticky'."

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About Chess Partner

Chess Partner was formed in June 2014 with the acquisition of Avenir Telecom. As part of the Chess Group, Chess Partner comprises of our Airtime Distribution and Wholesale Divisions. Together we offer you one of the most comprehensive partner programmes in the industry.

Our Wholesale Division has long standing strategic partnerships with BT, Openreach and TalkTalk Business to name a few. We also pride ourselves on being the only NFON white labelled partner in the U.K. Our Wholesale Partners can choose from an ever-growing portfolio of products ranging from WLR, calls, SIP and connectivity to Cloud SMS, and Cloud PBX.

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