

# COMMSBUSINESS AWARDS 2025



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# COMMSBUSINESS AWARDS 2025

## Welcome and well done!



So far, so good. Being shortlisted for an award is an achievement in itself, so you and/or your company have made it so far already. And it's not long to go now to find out if you have made it even further and won a Comms Business Award!

Alas, we can only have one winner per category, but rest assured that we have a panel of six independent judges who have gone through rigorous a process to decide this year's winners. There are always difficult decisions because every shortlisted entry shows great work, but our judges collectively agree the best entry for each category.

What strikes me this year is the power of partnerships and people when it comes to delivering end user solutions via the Channel. Whether the partnership is between supplier and an MSP, or perhaps a network and an equipment vendor, the outcome delivered is often superior. Or perhaps it's that "Hidden Hero" who works tirelessly in the background to ensure a successful outcome? Or maybe that person who over many years has been the inspiration for so many others in the market?

Most of the Awards tonight recognise the power of partnerships and the people who deliver success and make the Channel work. So, sit back, enjoy the ceremony, the food, the networking, our guest presenter Stephen Mangan and the partying! Whether you take home an award or not, tonight will be a good one. And everyone in this room is already amongst the very best!

More from me in a while!

**Mat Swift**  
*Publisher*



## Headline sponsor address

# GIACOM.



We're very proud to be sponsoring the Comms Business Awards 2025 – a fantastic event that shines a light on the best our industry has to offer.

Tonight is all about celebrating the people and businesses who are making a real difference – not just hitting targets, but pushing boundaries and finding better ways to serve their customers in a fast-changing world.

As technology continues to reshape the workplace and customer expectations rise, it's the businesses that adapt, improve, and make things simpler for their clients that truly stand out. Whether they're leading the market with fresh ideas or delivering the basics exceptionally well, they're the ones helping customers stay ahead.

At Giacom, the channel is our lifeblood. We're incredibly lucky to work with such a hard-working, forward-thinking community, and we're big believers in giving credit where it's due.

Tonight is a chance to come together and celebrate the achievements of the channel – so let's raise a glass to the individuals and teams who are moving our industry forward with passion, resilience, and a clear focus on helping customers get the most out of technology.

**Terry O'Brien**  
*CEO, Giacom*



Milton Gate, 60 Chiswell St, London, EC1Y 4AG, GB

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# Imagine

what we can  
do together

Giacom is a 100% channel-focused specialist marketplace and software provider. Our platform enables partners to access cloud, comms and hardware products and services from the world's leading vendors and carriers to create brilliant technology solutions for UK businesses. We provide tools and integrations to streamline everything from sale to billing, including customer self-service options – plus training, enablement and marketing support to deepen skills and drive growth.

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You can, with Giacom.



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# COMMSBUSINESS AWARDS 2025

## The judges



### **Simon Burckhardt, member, Comms Council UK**

Simon is representing Comms Council UK. He is an experienced telecoms and technology leader, particularly in the fibre and cloud communications sectors. He currently holds non-executive board roles at bOnline, Magrathea, and Comms Council UK. During his career, Simon has held leadership positions at Kelly Communications, Vonage, Connexin, Telefonica O2, BT, MTS and Ooredoo.



### **Andy Grant, channel marketing leader**

Andy has over 25-years' B2B marketing experience within the technology, SaaS, and telecommunications sectors. Most recently, he was the SVP for marketing at Digital Barriers, a British technology company backed by 3i. Prior to that, he worked with Mitel, ShoreTel, Nortel and Avaya in field and channel marketing leadership roles. Andy also founded Bowan Arrow, a channel marketing consultancy. He has been a champion for partner-first marketing with vendors throughout his career.



### **Rev Dr Lucy Green, managing director, Larato**

Lucy is a B2B business development specialist with a commitment to enhancing the success of UK technology resellers. She has over two decades of experience in crafting and executing revenue growth strategies for technology, communications, and media sectors. Her work at Larato takes a collaborative approach, partnering with C-suite executives and sales leaders across the UK to tailor bespoke, evidence-based go-to-market plans. These initiatives engage more customers, drive revenue growth and secure competitive advantages.



### **Itret Latif, CEO, the Federation of Communication Services (FCS)**

Itret was appointed CEO of FCS at the beginning 2019. He has held non-executive positions across the telecoms and energy sectors and has provided evidence to House of Commons and House of Lords select committees in these areas. Notably, he was the first to identify broadband as a utility and called for regulatory change and restructuring of BT. He is a former executive of Scottish and Southern Energy (SSE), where he established the company's retail telecoms and gas businesses. He joined the FCS board in 2009 and was appointed deputy chairman before stepping into his CEO role.



### **David Terrar, CEO, Tech Industry Forum**

David is a strategist, keynote speaker and influencer on cloud computing, digital transformation, social collaboration and ERP software. In 2023, he was appointed CEO of the Cloud Industry Forum, stepping up from director and deputy chair of the organisation. He has subsequently expanded the reach of the trade body to become Tech Industry Forum. David is a specialist in sales, marketing and operations in the technology sector, and guest lectures on digital and social media at Henley Business School and on INSEEC's MBA programme.



### **Adam Zoldan, director, Knight Corporate Finance**

Adam has over 25 years' experience in the telecoms and technology sector. He is founder and director of Knight Corporate Finance, which advises entrepreneurs on strategy, funding, acquisitions and exits. Knight was founded in 2008 and has delivered over 120 transactions across the ICT sector. Adam was formerly a managing director of V Networks which was acquired by Opal Telecom. Prior to that, he worked for PricewaterhouseCoopers' corporate finance team as lead advisor for telecommunication transactions.



# Order of Awards

BEST ICT SOLUTION

BEST CONNECTIVITY SOLUTION

BEST CYBERSECURITY SOLUTION

BEST UC&CC SOLUTION

BEST BILLING PROVIDER

BEST FIBRE CONNECTIVITY PROVIDER

BEST WIRELESS CONNECTIVITY PROVIDER

THE WORKPLACE AWARD

WHOLESALE OF THE YEAR

SMALL RESELLER OF THE YEAR

LARGE RESELLER OF THE YEAR

MSP OF THE YEAR

ONE TO WATCH

HIDDEN HERO

SERVICES TO THE CHANNEL



# Best ICT Solution

ADM

Epsilon Telecommunications

Opus Technology

Tailor Made Technologies

TESYDA

Windsor Telecom





Jola is an award-winning, supplier of business communications, specialising in mobile data SIMs. Jola sells on a wholesale basis to MSPs, ISPs, IT support companies and telecommunications resellers. These channel partners supply solutions to public sector organisations and enterprises worldwide.



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Jola®

# Good luck to all the finalists from Jola



## Contact us

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# Best Connectivity Solution

BetterM2M

Bluecube Cloud Services

BT Wholesale

Cellhire

Chrome Telecom

ihavesignal

Spitfire Network Services

TP-Link



NUSO is a global business that delivers a variety of different cloud communication solutions through channel partners serving both SMB's and the Enterprise markets. Our transparent and collaborative approach presents our channel partners a real opportunity to differentiate themselves when selling to their customers with a mixture of On Premise, Cloud and Hybrid solutions to cover all the current possible requirements of any customer.

NUSO's services include UCaaS, CCaaS, Hosted VoIP, SIP Trunking, Collaboration, Omni Channel Contact Centre, Compliant Call Recording on any platform with Transcription and Sentiment Analysis, Microsoft Teams Recording Accreditation, Microsoft Teams Integration, SMS Text Messaging, Advanced Auto-Attendants (IVR) and integration into over 300 CRM solutions. NUSO's Carrier business services include Voice Termination, Voice Origination, Toll-Free, SIP Trunking and Messaging.



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# The Global Communications Innovator

SALUTES TONIGHT'S  
✦ FINALISTS ✦

## Best of Luck!

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# Best Cybersecurity Solution

ADM

CloudClevr

CyberLab

SCG

Sekura.id

Spitfire Network Services



Elevate Wholesale, the wholesale arm of Elevate, delivers high-speed connectivity and network solutions across the UK. With its own full fibre and rooftop wireless infrastructure, Elevate offers rapid installations—connecting customers in as little as 10 days for wireless and 20 days for fibre. Their Preconnect@ buildings provide near-instant access to hyperfast internet, while the partner portal offers real-time pricing, availability, and order management. Beyond connectivity, Elevate provides managed services, cybersecurity, and unified communications, all supported by in-house engineers and dedicated account managers. Emphasising a partner-first approach, Elevate Wholesale fosters a collaborative community, ensuring seamless service delivery and shared growth opportunities.



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# Making wholesale connectivity as effortless as it should be

- Our own full fibre and rooftop wireless network across 6 Hypercities
- Industry-leading lead times, in as little as 10 days
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## Your ground to cloud wholesale partner



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[elevate.uk/wholesale](http://elevate.uk/wholesale)





# Best UC&CC Solution

Cisilion

Focus Group

Future Voice

Opus Technology

Start Communications

TSI

Windsor Telecom



Dialpad is reframing the way businesses communicate and support their customers with a cutting-edge AI-powered platform that centers on people and conversations. By seamlessly combining contact centre and sales-related functionality with voice, video, and messaging, companies of all sizes can connect, collaborate, convert, generate insights, and reduce operational complexities—all on one platform. Customers like ATG Travel, Education First, Randstad, RE/MAX, T-Mobile, and Netflix use Dialpad's AI capabilities to exceed customer expectations. Supported by notable investors like Andreessen Horowitz, Google Ventures, and ICONIQ Capital, Dialpad is a dynamic force with a rapidly expanding presence..

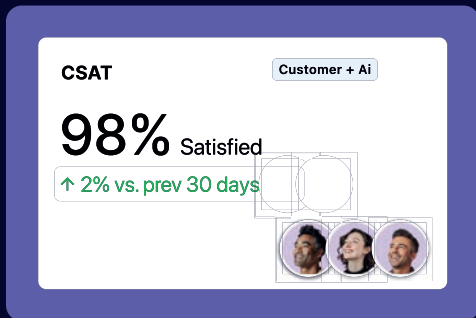


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# Best Billing Provider

Giacom

Lifecycle Software

PRD Technologies

Strategic Imperatives

Tekton Billing



As the UK's largest ICT Channel event, it is the leading destination for resellers, network operators, MSPs and Channel Partners who are looking to connect with vendors, distributors, and service providers.

Channel Live provides you with direct access to key Channel players and opportunities to discover how new and evolving technology can be added to your portfolio for future business growth.



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A WAVE OF CHANGE IS COMING!  
WATCH THIS SPACE...

# CHANNEL LIVE

Connecting, Collaborating, Thriving – The Home of the Channel



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DEDICATED  
ICT CHANNEL  
EVENT

In association with

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Connecting the Channel Technology, business, partners.

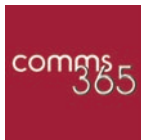
 Channel Live

[www.channel-live.co.uk](http://www.channel-live.co.uk)



# Best Fibre Connectivity Provider

Community Fibre  
Spitfire Network Services



On Internet connectivity. Simple or complex, our aim is to securely connect people, devices and machines, and keep them connected. We have worked successfully with our MSPs, Partners, Resellers, VARs and SIs for over 17 years. Our reliable and easy to deploy connectivity solutions offer end-users the resilience and security they need, enabling high availability access to their business applications and remote sites.

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- Network Security

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Good Luck to all  
those nominated  
tonight!

To find out more about becoming a partner, get in touch:

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# Best Wireless Connectivity Provider

Avire

BetterM2M

Comms365

Elevate Wholesale

Jola

Pangea

Spitfire Network Services

**COMMSBUSINESS**

Connecting the Channel. Technology, business, partners.

Launched in 1999 Comms Business is the leading media brand covering the UK's ICT Channel. With a high quality market leading monthly business magazine, a hugely popular weekly e-newsletter and daily updated website; we truly offer the best coverage of our market sector and the highest return on investment for our clients.



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# COMMSBUSINESS

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## TONIGHT IS ALL ABOUT YOU! ...BUT WE HAVE THE REST OF 2025 COVERED

- ★ Monthly editions!
- ★ X3 supplements a year!
- ★ Weekly newsletter updates!
- ★ X3 'Themed Months' per year!  
Explores important and relevant topics.
- ★ Fresh online content uploaded to [www.commsbusiness.co.uk](http://www.commsbusiness.co.uk) daily!
- ★ Exciting networking and sports events for our clients!

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## Innovate Empower Partner

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Driving the  
future of intelligent  
cloud communications

### From Melbourne To Manchester

Australia's SaaS UC leader  
Access4 launches UK presence  
through strategic acquisition.

**COVER STORY**  
PG 16-17

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X @commsbusiness

IN THIS  
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hybrid work  
culture

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UC and CX  
synergies

**30** Unlocking real  
opportunities  
in your time

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# The Workplace Award

Chrome Telecom

CloudClevr

Country Connect

Exertis

Focus Group

ITS

Jola

Workflo Solutions



Enconvo UK is a leading provider of unified communications and collaboration solutions, serving over 5,000 UK businesses and contributing to a network of 2.3 million users across 25 countries. Since 1997, the company has remained committed to innovation, customer service, and operational excellence. As part of the Enreach Group, Enconvo UK delivers tailored solutions to businesses of all sizes, enhancing productivity through cloud-hosted telephony, connectivity, and mobile solutions, including fixed mobile convergence.



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# THE TECH BEHIND EVERY GREAT CONVERSATION

Enconvo UK is a leading unified communications provider supplying over **2 million users** with the technology they need **to work their magic.**



**Business Communications**



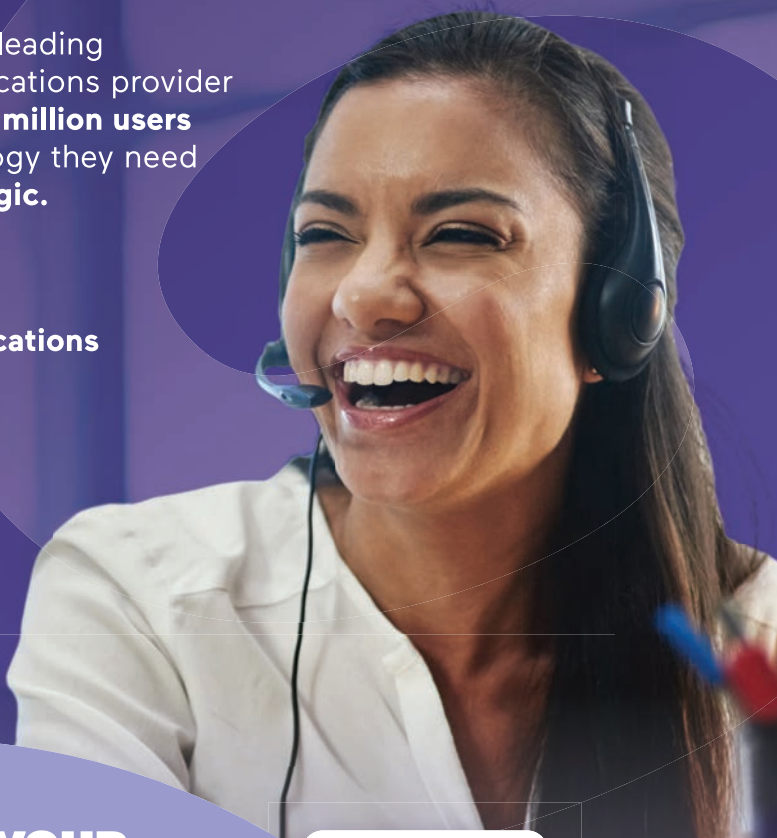
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SCAN ME!





# Wholesaler of the Year

Eclipse Wholesale

Pangea Connected

Evolve IP

PlatformX Communications

Giacom

TSI

Jola

Voip Unlimited

NTA



**Strategic  
Imperatives**

Strategic Imperatives is the UK market leader in SaaS provisioning, connectivity, and monetisation solutions for the telecom industry. Trusted by over 200 service providers to bill for a multitude of services and provision millions of fixed line and fibre connections, Strategic Imperatives has a proven track record in digital solutions that transform how customers do business.

Its monetisation platform, Elevate IQ, is automating the way MSPs and ISPs manage traditionally complex pricing structures and contracts. Elevate transforms the way MSPs and ISPs acquire, retain and monetise their customers through a single integrated, scalable and automated platform.

Its integration platform, Fibre Café, is the primary gateway to the UK's wholesale fibre market, transforming access and driving growth for network owners and ISPs. Its "connect once, connect to many" approach accelerates the process of connecting network owners to ISPs and empowering them to accelerate their go-to-market strategy and monetise their infrastructure investment.



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# Strategic Imperatives

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### Fibre Café

**Fibre Café** is the award-winning, API-driven integration platform that transforms how service providers connect with the UK's wholesale telecommunications ecosystem.

### Elevate IQ

**Elevate IQ** is our cloud-native billing platform, purpose built for service providers to streamline operations, enhance customer relationships and drive sustainable growth.

MONETISATION



BILLING



PROVISIONING



Find out more at  
[imperatives.co.uk](https://imperatives.co.uk)



# Small Reseller of the Year

Arc Communications

BetterM2M

CRE Communications

Future Voice

Pastel Group

Square One Network

Start Communications

V4One

## GIACOM.

Supporting a UK-wide network of over 6,000 local, expert technology providers, Giacom makes it really simple for channel partners to access everything they need to create brilliant technology solutions for UK businesses. Our market-leading platform, Cloud Market, provides one place where partners can procure and manage Comms, Cloud, Hardware, and Billing products and services from the world's leading vendors and service providers.



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# Imagine

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**Imagine growing your business faster.  
You can, with Giacom.**



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# Large Reseller of the Year

Business Systems

CloudClevr

Daisy

Enconvo UK

F One Technologies

GHM Communications

Opus Technology

Rydal Group



Voiceflex is a leading channel-only telecoms carrier, moving from Telco to Techco dedicated to delivering flexible and reliable voice enablement services to the Channel; Voice, UCaaS, CCaaS, AI, WhatsApp Business, recording and more. Our partners are at the core of what we do. To stay at the forefront our portfolio continues to evolve as we look to support our partners meet increasing challenges and to grow.

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Celebrating success at the  
Comms Business Awards 2025

Congratulations to all finalists!

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# MSP of the Year

Dunedin IT

Texaport

Focus Group

The One Point

GHM Communications

Wavenet

Opus Technology

Workflo Solutions



A leading fibre first, resilient 100Gb ready network for UK communication providers. Enabling our partners to shape the future for their customers. We work with all kinds of business-focused network operators, providing connectivity solutions that your customers need. Partnering with Sky Business wholesale means you won't just keep pace with change, you'll stay one step ahead of the competition.

Everything we do is guided by three promises:-

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- Making our customer's every day easier, with next-level support
- And investing in your business, with business grade commitments

A next generation network and a partnership that gives back.



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## Proud sponsor of the MSP of the Year award category

Celebrating the MSPs who are evolving, supporting  
and redefining how businesses connect and grow.

Congratulations to all the finalists.



Solutions to keep businesses moving forward  
Discover Ethernet, FTTx, Dark Fibre and more





# One to Watch

Agile Comms

CloudClevr

MID Digital Solutions

Mother Technologies

## EXPO.e

Tech's becoming commoditised, but EXPO.e offers a solutionized approach, providing Channel businesses with a growing range of Cloud, Unified Communications, Cyber Security, and IT solutions that sit on our self-owned network. Being able to offer stickier solutions helps our Channel Partners transform prospects into loyal customers, and opens up rich, sustainable new revenue streams. Drawing on our twenty-plus years of digital innovation and highly consultative, collaborative approach, the EXPO.e Channel Partner community is active across a growing range of sectors, delivering unique solutions that make full use of our combined capabilities.



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# Hidden Hero

Alice O'Shea, SCG

Callum Inglis, Subsidium Managed Solutions

Danny Gaskin, Exertis

James Fowler, Uptech

Lee Dugdale-Shutts, 1-Fix

Rowena Young, Coconut Lime

## PXC

PXC is the UK's leading wholesale provider of innovative solutions for connectivity, voice, cloud and security underpinned by the UK's most robust, secure, resilient and reliable network. Born from the combination of Virtual1 and TalkTalk's wholesale services and national network business, PXC's deep understanding of the issues that players in the wholesale market face means it knows the right kind of support to offer for businesses big and small.



The Soapworks, Ordsall Lane, Salford Quays, Manchester, M5 3TT

[www.pxc.co.uk](http://www.pxc.co.uk)

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Potential Unlimited

# Celebrating the heroes that keep the Channel moving

**Congratulations to all nominees and winners**



**PXC.co.uk**



# Services to the Channel

This award is decided by our expert panel of judges and is given to an individual who has displayed certain qualities over their Channel tenure. These include innovation, entrepreneurialism, forward thinking, pioneering, financial success and longevity within the Channel market. Once you are in the Comms Business Hall of Fame you will not be nominated again.



Founded in 1997 TSI is a leading UK-based telecoms provider empowering channel partners with innovative, margin-rich solutions. Our flagship UCaaS product, Cross Connect, enables seamless, scalable connectivity—all delivered with a channel-first mindset. Trusted by resellers nationwide, TSI combines agility, reliability, and expert support to help partners win and retain customers in a competitive market.



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Proud to sponsor the

# **Services to the Channel Award**

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The UCaaS platform built for Channel success.



## **Cross Connect**

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# COMMSBUSINESS AWARDS 2026

**Thursday 16th July 2026**

at the **Royal Lancaster** in London

**Save the date**

Entries open January 2026

# Mark Allen FOUNDATION

A brighter, fairer future for all

Comms Business Awards and the Mark Allen Foundation have partnered with Macmillan Cancer Support to help raise vital funds.



We would like to extend our heartfelt thanks to everyone who has kindly joined us in supporting this vital charity.

[www.markallengroup.com/foundation](http://www.markallengroup.com/foundation)

