

More money Minimal effort



IT PAYS TO HAVE CONNECTIONS





OPPORTUNITY OVERVIEW



The ability to offer a complete IT solution is critical to the future success of IT resellers. With workers no longer tied to the office, mobile connectivity is key to giving your customers greater efficiency, profitability and growth.

In the past, customers purchased their PDAs and notebooks from IT resellers and purchased their airtime from mobile phone retailers or network providers. With limited rewards in selling unconnected PDAs and notebooks, plus ever-decreasing margins on hardware, your commercial opportunity has been limited – until now.

You can now help your customers to get connected right from the start. ETC and Interchange have teamed-up with Avenir Telecom – a leading airtime distributor - to create a unique service; one that will enable you to expand your offering to include mobile airtime. We know that the intricacies of the mobile sector can be daunting, so ETC, Interchange and Avenir will support you in offering the right airtime packages to your customers. The result - your margin could rocket to £100 on an iPAQ!*

ETC, Interchange and Avenir are the perfect partners to provide you with the right airtime support, helping you to capitalise on the revenue opportunities available from mobile connectivity. So you can focus on what you do best – selling IT solutions to your customers.

*After subsidising some equipment and services.



HOW YOUR CUSTOMERS BENEFIT

■ STRAIGHT-FORWARD MOBILISATION

Makes life easy for your customers, saving them time and money, so they can get their mobile workforce fully operational without delay

■ CONSOLIDATION

Simplifies your customers' contract management – they deal with just one trusted company for hardware and airtime

■ SERVICE EXCELLENCE

You know your customers' infrastructure, and now you can offer complete solutions that truly meet their needs – not just 'quick fixes'

■ REDUCE EXPENSES

Your customers can make huge savings on mobile workforce costs. For example, a £20 per month mobile data tariff, compared with £15 per night in hotel internet-access charges.



PERFECT PARTNERSHIP

Why Avenir Telecom?

Avenir Telecom is the largest independent telecoms distributor in the UK. It's also one of the only distributors to have established relationships with all five networks, giving your customers the best value and truly independent network and tariff advice for their specific business needs. Avenir have over 500 active clients - primarily in the B2B marketplace - and manage over 10,000 connections a month. Last year, Avenir was also recognised as Best Airtime Distributor by all three mobile industry publications, beating all the competition hands down.

Why ETC and Interchange?

ETC and Interchange are HP's leading distribution partners in the UK, with the knowledge and skills to recommend the very best mobile solutions for your customers. Now with the added benefit of airtime, ETC and Interchange give you the assurance of trusted, seamless, ordering and delivery, across a huge range of products and services.



AIRTIME – IT PAYS TO HAVE CONNECTIONS

Benefits for you, the reseller

■ INCREASED PROFIT

Even after subsidies, you can make £80 to a £100 per connection

■ MINIMAL EFFORT

Connections are managed by Avenir, through ETC and Interchange
– making life easy for you

■ MARKET PENETRATION

Offering airtime gives you additional opportunities to gain new customers
and access new profit areas

■ CUSTOMER RETENTION

Your customers are less likely to seek mobility offerings from your competitors
if you offer them a complete IT solution

