

AN INTERVIEW WITH LUKE HUNT, HEAD OF NETWORK SERVICES, FOCUS GROUP

What difference has Genius made to your business?

Genius has made a huge difference to our new business opportunities by opening doors to new services, new global markets and new levels of profitability from our network services.

Genius provides connectivity from their MPLS core network across carefully selected carriers to deliver SIP globally. This means we now have the guaranteed quality of service and SLAs to capitalise on the soaring market for voice and unified communications.

In the past, the impact and cost of controlling network latency has been a barrier to providing these services globally. Genius removes this barrier by managing latency effectively and at a fraction of the cost of carriers by routing voice over their own network hubs situated locally to clients in Europe and Asia.

The biggest change Genius has brought to Focus has been speed of response, which also translates to cost and competitive advantage. Complex and laborious network provisioning has been replaced by a simple and rapid service delivered by the Genius routing platform (CRISP). This has been integrated with a suite of slick online services allowing me to quote, order and deploy network services in a fraction of the usual time.



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How does Genius help you win business?

We have worked successfully with Genius on joint marketing to our existing client base, backed up by a full portfolio of white-label collateral and sales support material. We have also benefitted from free marketing support as part of the Genius on-boarding process for new reseller Partners.

At the same time, Genius provides access to the Partner Portal, offering an on-going programme of collaboration and access to marketing support on a daily basis. The Portal is an essential tool that we also use for pricing, ordering, technical support and network monitoring. By delivering these services online and from a single point of access, we are able to streamline and automate the admin and processes involved, whilst also undertaking marketing programs when it suits us. The Portal is also a white-label facility, giving us the branding and independence we need when working with our customers.

Above all, the people at Genius offer far more benefit to our sales effort than any marketing program can achieve. From the knowledgeable pre-sales experts to the experienced team at the Genius NOC, their personal support in our business development and customer loyalty counts for a lot. With strong carrier relationships, network engineering expertise and a clear understanding of the challenges faced by resellers, Genius has become a key partner in achieving our business goals.

How would you sum up Genius?

They've taken a risk, stuck to their principles and it's paid off – for them and for their reseller partners. When others leapt into the market, Genius spent time and money to build an infrastructure to deliver what resellers really need – simplicity, responsiveness and profitability.

They've created a real alternative to dealing with the network operator/carrier. By offering network connectivity services simply and without the legendary delays, they have turned network provisioning from an arduous task to a new and viable revenue stream.

They've done a great job for Focus.

Genius working in partnership with Focus Group

Genius Networks provides network services to Focus Group, one of the UK's leading communications service providers. Services include connectivity solutions, enabling Focus to deliver fully converged VoIP and cloud services, and ensuring Focus customers receive the quality of service they require throughout the UK and globally.

Get what you need, not what you're given...

genius!

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Voted the most successful network provider of 2015

