

## **Réseau Alliance-com and Spectralink join forces to serve burgeoning French Unified Communications market**

**LONDON, UK. 12 July, 2017** – Spectralink Corporation ([www.spectralink.com](http://www.spectralink.com)), the global leader in enterprise mobility solutions, is delighted to announce a strategic partnership with leading French distributor Réseau Alliance-com to deliver end-to-end enterprise-grade DECT and superior Voice over Wi-Fi mobility solutions to the VoIP & UC Technology channel in France through its market leading network.

Serving the French market for over 20 years, Réseau Alliance-com is today's national distribution leader in telecoms, video-conferencing, networking and unified communications platforms. Réseau Alliance-com boasts 11 sales centres (10,000m<sup>2</sup> of warehousing), 130 technical experts and support hotlines for voice-data convergence solutions. Spectralink joins Alliance-com's 90+ partners.

Matthieu Chessari of Alliance-com outlines his vision of the importance of this new partnership. "We focus on productive proximity with our network of vendors, few of whom habitually work in English. So Spectralink's native language support people are critical to what this relationship will produce – pre-, during and post-sales. The French market has been a little slow to adopt converged solutions, but now the market is accelerating fast in terms of IP solutions, unified communications and cloud adoption, driven in large part by SME activity.

"As well as native language speakers, we appreciate all the localised marketing that Spectralink offers in terms of market and technical knowledge, collaborative lead-generation, support materials and brand awareness activity. As the market rapidly develops, this support – which delivers actionable benefits to vendors – will be critical as organisations move to smarter DECT solutions or migrate to Wi-Fi options running over Cisco and MS Skype for Business."

Lionel Barreiro, Strategic Account Manager in France, for Spectralink adds, "Our partnership with Réseau Alliance-com will extend our reach in the hugely important French market, whilst giving small to medium enterprises wider choice and more innovative solutions. Réseau Alliance-com has fabulous coverage in all regions of France and will provide incremental opportunity for both parties. We have the market-leading mobility solutions set to bring to the partnership. As businesses throughout France begin to adopt integrated Wi-Fi unified communications, partnering with Spectralink in this development market represents a huge opportunity, especially since we both espouse customer knowledge and proximity as the starting point for delivering real return-on-investment for clients.

"Real time true channel support for the vendor partners of Réseau Alliance-com from a solutions provider, like ourselves (we are committed to a truly dedicated 100% indirect sales model) covers: intelligent pre-sales support; concentrated account management throughout the customers' lifecycle; and marketing support. This includes materials on areas such as: data on market size, competitor information and sales analytics to help partners identify opportunities and where to focus/expand their business efforts; sales playbooks for key vertical market application; ready-made

marketing campaigns; and joint PR in development markets demonstrating real thought-leadership and vertical market expert, which is critical to building credibility.

Matthieu Chessari concludes, “Add to this, activities such as workshops, proof-of-concept support, sales & technical training, joint business planning, professional services, technical query resolution, solutions architects for customer solution development, plus partner program effectiveness, and you have a winning partnership. And all this is facilitated through ‘high touch’ responsive, collaborative Strategic Account Managers from Spectralink.”

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### **About Spectralink Corporation**

Spectralink leads the enterprise mobility market with industry’s most deployed mobility solution portfolio optimized for mission critical healthcare, retail, manufacturing and hospitality applications. As the enterprises transition to mobile workflows, Spectralink is at the forefront of the industry transformation through its innovative end-to-end mobility portfolio. Designed for challenging RF environments, our mobile solutions enable enterprises to streamline their workflows and deliver a positive customer experience. To protect our customers’ investments in UC platforms, we offer the best interoperability in the industry with the leading call control platforms. Since 1990, Spectralink has deployed millions of mobile devices worldwide – providing enterprises with the industry’s most reliable, high quality and secure mobility solutions. For more information, please visit <http://www.spectralink.com/> or call 303-441-7500.