

# Connecting customers with best-in-class technologies

Launched in 2002, Active Voice & Data is an award-winning supplier and installer of business telecommunication systems, including unified communications, hosted communications, business internet and comprehensive support and maintenance packages for businesses of all sizes.

Based in Barnsley in the North East of England, the company began as a provider of digital ISDN on-site technology. As Active Voice & Data has grown, its portfolio has expanded, and it's no longer just focused on providing the solutions that fit the requirements of the end-user but providing the best advice and guidance in the market. This approach has enabled Active Voice & Data to retain relationships with some of its earliest clients. "We have clients from 2002 that we still service today," says Active Voice & Data's Managing Director Iain Simpson.

Active Voice & Data was an early embracer of innovative solutions and services such as SIP trunking and wholesale billing. Over the years it has received numerous accolades and recognitions from its vendors including Unify.

Active Voice & Data's customer base covers a broad range of sectors thanks to the versatility of the solutions it provides. "We can drop a system into any environment. There aren't many scenarios that we can't deploy into," says Simpson. Active Voice & Data's diverse client base includes charities, healthcare organisations, financial organisations, private commercial businesses, single-site and multi-site businesses and trade counters at building materials merchants.

**Client:**

Active Voice & Data partner

**Pulsant solution:**

Pulsant Enterprise Cloud

**Outcomes:**

- Improved service offering
- Increased customer confidence





## The partnership that gives cloud a voice

Active Voice & Data began working with Pulsant in 2015. The project that brought the two organisations together was a requirement from a charitable organisation to move to a cloud-based telephony system. Active Voice & Data successfully delivered this requirement by utilising Pulsant Enterprise Cloud.

This initial project led to Active Voice & Data and Pulsant fostering a reciprocally beneficial business partnership. Active Voice & Data continues to strengthen its solutions portfolio with Pulsant's services, virtualising Unify telephony systems in a bespoke way for its customers and hosting then in Pulsant Enterprise Cloud. "For existing clients, we're delivering telephony over an existing private network and we're providing new clients with best-in-class connectivity in a hosted environment," says Simpson.

The relationship benefits both parties, with Pulsant extending the range of products and services it can offer new and existing clients through access to Active Voice & Data's telephony solutions portfolio. Through the partnership, both organisations can offer a wider range of solutions as well as the expertise to deliver those solutions effectively.

In 2017, Active Voice & Data migrated one of its longest-standing clients, into Pulsant's cloud environment for its telephony system. Then in 2019 due to the reliability and flexibility of the platform the client migrated its IT network and servers into the Pulsant Enterprise Cloud.

When Pulsant signed-up a large financial services organisation which had six sites and 150 end-users, Active Voice & Data engaged to provide the voice element of the solution. Today the client has more than 20 sites and 400 end-users, all serviced through the Pulsant and Active Voice & Data partnership.

## The benefits of partnering with Pulsant

The requirements of end-users have changed significantly in recent years and organisations are increasingly looking for cloud-based solutions. More recently, the rise in remote working that has resulted from the Covid-19 pandemic has increased market demand for public and private cloud-based services even further. Active Voice & Data's relationship with Pulsant allows it to address this market, operating as a best-in-class reseller that truly understands its portfolio of products and can provide customers with the level of knowledge and guidance they would expect, rather than simply passing customer queries on to the vendor.

**"We let Pulsant do the bits they're good at and we do the bits we're good at. Together we're a winning team."**

**Iain Simpson,**  
Active Voice & Data's Managing Director

Active Voice & Data's focus is on enterprise and mid-market businesses and the partnership with Pulsant helps to increase its appeal to its target market. It prides itself on meeting customer expectations around safety, security and regulatory compliance.

"Pulsant Enterprise Cloud allows us to tick all of those boxes that we couldn't tick on our own," says Simpson. "Together with Pulsant, we give customers the confidence to bring their technology off-site into a safe environment." This has helped the business to win more substantial contracts.

For Pulsant, the partnership helps to strengthen its solutions portfolio through Active Voice & Data's specialism in the voice environment.

Find out how we can help your organisation,  
call **0345 119 9911** or visit **[www.pulsant.com](http://www.pulsant.com)**