

NetServices seeks AV partners to develop Video via IP business

Business-to-business telco, NetServices Plc, is recruiting resellers and integrators in the audiovisual sector as the delivery of video services via Internet Protocol explodes in popularity.

Video over IP has been heralded as the next technology to revolutionise business communications, giving companies of all sizes the chance to implement reliable and cost-effective video call, broadcasting and conferencing services.

As more businesses move to adopt the technology, resellers that can make the strategic switch towards providing 'managed' services, rather than rely on one-off hardware sales stand to benefit significantly from the opportunity.

NetServices chief executive, Mark Vickers, explained: "As the margins on hardware sales get ever thinner, we are increasingly seeing audiovisual specialists turning to managed services as a way of ensuring regular cash flow into their businesses and increasing the strength of their relationships with key clients.

"Furthermore, with more end users looking to reduce carbon emissions through using videoconferencing as an alternative to business travel, Video over IP technology also has excellent environmental credentials."

As a service provider specialising in delivering 'Quality of Service' for converged communications to SMEs, over standard DSL technology, NetServices is well placed to help resellers capitalise on these opportunities. Mark added: "Ensuring the delivery of video services has become critical as many ISP's and carriers are starting to block video traffic as a way of freeing up bandwidth on the UK's increasingly congested broadband networks."

Having recruited its first wave of audiovisual resellers, it is on the look out for new channel partners to help increase uptake of the technology.

Mark concluded: "Here at NetServices, we have identified a fast growing number of small to medium sized companies who can benefit from these services and have tailored our offering to their needs. We are now preparing to work closely with a larger network of channel partners, who stand to reap the commercial benefits of being early adopters in this arena.

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