

» IPnett:

Freedom of communication

Today's employees expect to be able to access a number of different communication platforms and applications, using their preferred devices, from anywhere at any time. This causes major challenges for the company and its existing infrastructure. IPnett has specialized in delivering secure and flexible solutions that meets the new end-user needs.

– What we offer is freedom of communication for the employee, without compromising company security. Our Unified Communications solutions attend to employees' growing demand for flexibility and availability, making their working day easier while simultaneously solving the challenges this offers within IT infrastructure, says IPnett CEO Norway, Jan Søggaard.

PLATFORM INDEPENDENT

Desktop phones, cell phones, email, chat clients, video conferences, Skype, Facebook, Google+, Twitter – the number of different communication platforms available is increasing rapidly. And – as many have experienced – different clients don't always communicate too well with each other. Some companies have tried to solve this by enforcing stricter rules and proprietary solutions within their organizations. IPnett, however, does not believe this is the way forward:

– People will increasingly want to use their own chosen communication devices, and be able to



– IPnett offer freedom of communication for the employee, without compromising company security, says (l-r) Director of Sales and Innovation Marius Brekke, Chief Architect Knut Arne Nygård and CEO Norway, Jan Søggaard. Avaya Flare (inserted) is one such solution.

access sensitive information from their private devices, be it iPads, smartphones or PCs. Some of our competitors believe in limiting all employees to using certain products and platforms. But we don't believe that proprietary solutions are the future of effective communications. At IPnett, we constantly look for ways to create an integrated communications infrastructure across networks, organizations and applications – independently of platform, says Marius Brekke, IPnett Director of Sales and Innovation.

– This independency is important when working within a field as unpredictable as IT Communications. Customers should be able to employ new solutions and scale their systems easily and on short notice. Trends are hard to predict, and development is increasingly user-driven. This is a big challenge for IT Managers, Chief Architect Knut Arne Nygård points out.

DEMANDING CUSTOMERS

IPnett cooperates with major international providers of Unified Communications, among them Avaya. With a Nordic scope on their business strategy, IPnett provides solutions for both the public and private sector in Norway, Sweden and Denmark.

– We have many demanding customers with complex and extensive communications needs, both internally and externally, and across several channels. We help them find the right solutions for integrating all this. Everyone should be able to join a video conference from anywhere, using any device they choose, Brekke says.

– Today, the split between people's private and professional lives' is gradually being erased. People want access to documents and applications at any time, and user behavior is changing rapidly. We have just seen the beginning of a user driven communication revolution. IPnett delivers solutions that prepare companies for the future in a seamless and secure manner. In this way, our customers are able to give their employees the freedom to be creative, while maintaining corporate control, CEO Jan Søggaard concludes.

About IPnett:

- » Offices: Oslo, Stavanger, Stockholm, København
- » Employees: 100
- » Annual turnover: NOK 246 mill.
- » Established: 1999

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