

## **Unified Group is now a Microsoft Certified Partner attaining Information Worker Solutions (IWS) Competency with Unified Communication specialisation**

**Reading, 6<sup>th</sup> March 2008:** Unified Group today announced it is a now a Microsoft Certified Partner, attaining the Information Worker Solutions (IWS) Competency with Unified Communication specialisation. Certified status in the Microsoft Partner Programme and as a Nortel Gold Partner demonstrates Unified Group's expertise as one of the UK's leading unified communications integrators.

Unified Group works with a number of well known, high profile customers including: The British Red Cross, Legal and General, Cardiff County Council, Logica and Chubb Insurance. The company has over 700 years of combined networking experience and is already one of the highest accredited Nortel partners in the country.

Michael Lloyd, managing director for Unified Group, comments: "Unified Group is extremely pleased to have earned Certified status in the Microsoft Partner Programme. This is an essential step in our journey to becoming a complete unified communications integrator, whilst leveraging the Innovative Communications Alliance (ICA) between Nortel and Microsoft."

In October 2007, Nortel and Microsoft unveiled plans to be first to market with the industry's biggest portfolio of unified communications solutions and applications built around Microsoft's new Office Communications Server 2007. The alliance means that Nortel is providing the industry's most complete portfolio of unified communications solutions that integrate with Microsoft's new platform.

In becoming a partner for both Microsoft and Nortel, Unified Group is well positioned to provide its customers with the benefits of market leading, enterprise wide UC solutions and applications. "We choose the technologies and partnerships that give the best single, integrated UC solution for our clients. The recent Innovative Communications Alliance (ICA) between Nortel and Microsoft demonstrates this and is why we are closely aligned to the market leaders," states Michael Lloyd.

Successful unified communications provides significant and transparent benefits to organisations in a rapidly changing marketplace. It means a more responsive, simplified communication system, reduced timescales and costs, which in turn improves productivity and customer care. However, it has to be the right communications infrastructure for a UC solution to work properly. The key to successful applications is integrating communications applications with the infrastructure as merging voice, data and video is complex.

"With unified communications, partnering with an experienced integrator – such as Unified Group - is crucial. The integrator must understand customer needs and translate them into a stable, resilient and manageable solution. This can only be achieved by partnering the leading manufacturers and solution providers and having a high degree of skill and experience to ensure successful UC delivery," adds Michael Lloyd

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**Notes to editors:**

**About Unified Group**

Unified Group is an independent, privately owned group of companies specialising in the provision of high quality integrated and converged voice and data solutions. As a Microsoft and Nortel Certified Partner. Unified Group supplies cutting-edge voice and data solutions that enhance businesses' ability to communicate 'anytime, anywhere'. The company prides itself on the ability to understand the customers' needs and deliver all the benefits and the correct solution.

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