

Press release



BCS Global launches an enhanced partner programme to drive its video conferencing business

London, UK 29 October 2008: BCS Global, the leading managed video communications service provider, has today announced its worldwide channel strategy. This new programme, which will engage network operators, systems integrators and audio visual solutions providers, aims to deliver BCS Global's Virtual Presence managed video conferencing and collaboration service to large organisations in North America, Europe and Asia.

As video moves from the sidelines to become a must-have day-to-day tool for conducting business, independent analyst research has shown that the worldwide video conferencing systems and services market is expected to grow to \$4.2 billion by 2012⁽¹⁾. BCS Global's enhanced partner programme, created in association with consultants, bChannels, allows new partners to exploit the incremental opportunity of the fast growing video conferencing market in order to provide additional revenue streams and minimise customer churn.

"Video is a powerful communications tool. Market research has shown that organisations are slowly realising the benefits of video conferencing and, as a result, there has never been a better time for solutions providers, systems integrators and carriers to take advantage of BCS Global's partner programme," said Jamie Cope, Director Strategic Alliances of BCS Global. "Our Virtual Presence solution is a suite of managed video conferencing services that allows partners to sell access to easy and affordable services that makes using video conferencing as seamless as making a phone call.. Through the use of Virtual Presence, organisations can cut travel and operational costs as well as improve internal and external communications."

As Virtual Presence is networking and equipment agnostic, the managed video conferencing solution requires no extra investment in equipment or network services. As a result, with BCS Global's autonomous service, partners can overcome the traditional complexities usually associated with setting up video communications in an enterprise environment.

BCS Global's enhanced partner program helps carriers, systems integrators and solutions providers address customer demand for video and improve customer retention. At the same time, BCS Global's easy resale model provides partners with an opportunity to make a speedy entry into the visual communications services market. Beyond the financial opportunity brought through the resale or commission of Virtual Presence, partners also have access to professional support. The partner program delivers account management resources, marketing materials, sales training and access to demonstration systems and services."

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Additional Information

(1) – Frost & Sullivan Conferencing & Collaboration Market report 2008

About BCS Global

BCS Global is a next-generation worldwide provider of visual communications and collaboration services, connecting small businesses and large enterprises to a unique visual collaboration experience. The company owns the world's only fully deployed Global Video Exchange, which enables users across the world to meet instantaneously regardless of their video equipment, network provider or type of connection. BCS Global is a dynamic young company with a mission to make visual communications available on every desktop and boardroom, and as part of a new-generation business life. Their Virtual Presence suite of services provides a scalable application that can traverse ISDN, IP, 3G mobile, and standard broadband video connections to enable on-demand virtual meetings. Headquartered in London, with offices in New York, Shanghai, Toronto and Hong Kong, BCS Global is the future of visual collaboration. www.bcsglobal.com

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