

Expansion Down Under: PeterConnects Appoints Voitec APAC Distributor

PeterConnects unlocks APAC market as Voitec becomes new distribution partner. Australian technology vendor set to boost market penetration across key Asian markets – as well as in Australia and New Zealand.

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[PeterConnects](#), the internationally-renowned communications software provider, has formally expanded its distribution network to the Asia Pacific (APAC) region; thanks to a recently-inked partnership agreement with [Voitec](#).

Melbourne and Sydney based Voitec is a leading software distributor and services business for cloud-based and on-premises call centres – specialising in Voice over IP, switchboard attendant consoles, and contact centre technology solutions.

Boosting Cloud Coverage

PeterConnects already has a large presence in Europe and a foothold in both the Americas and Africa – so the driving force behind Voitec's appointment was the need to grow its customer base into the APAC market; particularly Australia where cloud technology is thriving and to fill a gap in that market especially with the Cisco Webex Calling Platform.

As an increasing number of customers migrate their telephony systems to the cloud PeterConnects aims to offer more businesses a direct route to getting there. Through this exciting new partnership, the team aims to provide a white label telephony solution to a number of service providers who already have their own cloud infrastructure.

In this way, PeterConnects can broaden the number of attendant console options available to customers – and offer businesses in the APAC region more choice and a more robust telephony system.

In addition to sales responsibilities across the APAC region, the Voitec team will also offer advanced technical support and will handle attendant console installations for local PeterConnects customers.

“We're really excited about bringing on Voitec as a distributor, and for the opportunities to broaden our portfolio across Australia, New Zealand, and the whole of APAC,” said Lucas de Clercq, CEO of PeterConnects.

“While there were numerous synergies between both companies one of the key factors in us choosing Voitec was its standout commitment to customer service. We pride ourselves on offering tailored solutions for each customer we work with, and it's clear that Voitec has similarly high standards.”

“Voitec was looking for an Enterprise grade, cloud based attendant application to fill a gap in the market in the APAC region. Having a dedicated cloud-based attendant for the Cisco Webex Calling platform will allow both Voitec and PeterConnects to expand their customer base in this region quickly. Voitec are very much looking forward to working with PeterConnects,” said Mark Owens, Managing Director of Voitec.

With an extensive portfolio of Cloud, On-premises and Hybrid solutions, PeterConnects and Voitec can tailor solutions for the requirements for each individual customer throughout their journey of digital transformation.

About PeterConnects

PeterConnects believes in meaningful connections. The company offers accessibility, context and a grip on communication with a wide range of communication solutions based on Cisco and Microsoft. PeterConnects has an extensive partner network of renowned resellers throughout Europe. More than 1000 customers use its products in 10 countries worldwide. To learn more about PeterConnects visit www.peterconnects.com/en, follow us on Twitter [@PeterConnects](https://twitter.com/PeterConnects) or [Linkedin](#) and read our latest [blog](#) or send us an email info@peterconnects.com.

About Voitec

Voitec is a leading software distributor and provider of business services focused on enhancing the customer experience for organisations. Voitec enables companies across Australia, New Zealand and in regional markets throughout Asia to use technology to drive service innovation for their customers. To learn more about Voitec visit www.voitec.com.au, follow us on Twitter [@Voitec2](https://twitter.com/Voitec2) or [Linkedin](#) and read our latest blog posts at <http://www.voitec.com.au/blog/> or send us an email at enquiries@voitec.com.au

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