

# 2022 goals: Setting out strate



ANTHONY QUINN  
SILVER CLOUD

"In 2021 we completed a big strategic change into a fully-fledged Managed Services Provider, with a broad offering across IT, telecoms and the full spectrum of business communication. Our goal for 2022 is to use that new offering to take advantage of opportunities in the marketplace, and we see many of them. The pandemic has transformed the way everyone works and communicates. In many ways, it's moved things forward by a decade. Previously, some organisations saw digital transformation as something they could think about in the future. Well, the future is now here. Most businesses now realise that they need to adapt if they want to survive."

**W**hilst the pandemic has warped and moulded the world of business around us, the ICT channel has continued to transform despite two years of tumult and disruption, writes Greg Denholm.

Shrewd operators have turned risk to reward and become keystones in the UK's response to homeworking during the pandemic. At this dawn of a new year, despite the constant reminders of Omicron's virulence, we hope 2022 will see a return to some form of normality.

This new era beckons a raft of new ways to exploit opportunities in security, cloud, fibre and 5G, whilst it demands that companies look inwards and act towards promoting diversity and enhancing sustainability efforts.

It takes a brave soul to predict what trends will pay out, but luckily our industry is full of them (both brave souls and lucrative opportunities, that is.) We therefore asked our contributors to look forward into the 2022 and shed light on the following:

- Their business aspirations for the coming year
- The top trends they believe will dominate the industry
- The best opportunities for businesses to maximise on
- Their key strategy and focus for the year ahead.



ROB SIMS  
ELITE GROUP

"During 2022 Elite aspires to increase our levels of customer service, increase the number of services sold to our customers and continue our acquisition strategy. The industry will be dominated in 2022 by increased productivity and security tools supporting a more 'normalised' flexible working environment. IoT and integrated mobility products, and work 'anywhere' solutions will be key trends. Opportunities will come from being true 'thought leaders' to customers. Showing them how technology can overcome the challenges they face and allow them to take advantage of the opportunities available. Businesses should maximise on developing cloud-based flexible working solutions and crafting software development to fully integrate customer solutions. Our key focus for the coming year is people, people, people. We aim to have the best skilled, productive, and best rewarded staff in the industry."



NIKKI GUEST  
NGC NETWORKS

"In 2022, meeting end-customer expectations will be more challenging than ever. For NGC, this means driving our technology roadmaps forward. NGC's role as a key technology partner is to ensure our customers have the best tools at their disposal to keep them competitive and achieve the best outcomes for their own customers. Customer excellence is one of our core values and we want to ensure that we are enabling our end users to focus on their own customer experience. For the first part of the year, we'll be concentrating our efforts on bolstering our account management teams and processes to ensure that we can support and understand our customers' technology requirements. Additionally, we are reviewing our product portfolio in an increasingly diverse and disruptive market to ensure we can deliver on those requirements. This will be the big focus for NGC in 2022 and beyond."



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# Technology in the era of uncertainty



DAVID HUGHES  
INCOM-CNS

"The turbulence in our industry and the wider world over the last couple of years has presented both challenges and opportunities. The trend of flexible working means there are, essentially, no more 'single site' businesses and we have seen an increasing move towards XaaS as we encourage customers to migrate away from traditional voice solutions. The challenges of home working include an increased vulnerability from the number of connections into a network, which is generating conversations around connectivity infrastructure, resilience and data security. Alongside security, the hot topic (both in-house and with prospective customers) is sustainability. Net Zero strategies are already a differentiator for public sector procurements and that trend will inevitably gain momentum. We continue to invest in the 'people factor' of our business, enabling individuals to step up to more responsibility and take opportunities for training and talent innovation, empowering our team to collectively become even stronger."



SOHINI RAITHATHA  
REDSQUID

"2022 is going to be an exciting year for us as we continue to help our customers through their digital transformation. From a product perspective, cyber security will continue to be our focus as we see threat levels rising every day for all size businesses. During the last year we have started implementing IoT technologies, and the demand for these solutions will keep on increasing. With Cyber Security, IoT and the ISDN Switch-Off, we will use 2022 to make sure our customers are protected and equipped for the coming years. Finally, we are looking to achieve 20% organic growth and at least two further acquisitions in 2022, which may be around product offering or geographical. It's looking to be a big and exciting year for both the industry and us at Redsquid."



TIM MERCER  
VAPOUR

"2022 won't just be about CX, we'll all be talking about CXXX! Customers are more demanding than ever before and adoption rates for previously untapped technologies are through the roof. As suppliers, we therefore need to be putting in triple the effort when it comes to delighting our customer base. This will be key to our strategy over the next year, we'll stick to cutting the jargon, devising solutions based on what customers need rather than what we want to sell, and leaving no stone unturned when it comes to fulfilling expectations. Application Monitoring as a Service will be huge for us this year, and we're having more conversations about our security-first SD-WAN solution for flexible working, than ever before. I also predict that automation will rise in popularity, irrespective of organisations' size and budget, and there's going to be greater consideration for environmentally friendlier tech stacks, and rightly so."



TIM SCOTT  
ADEPT

"Cloud, Convergence and Continuity are still key themes for 2022. That doesn't mean the market has stood still. The acceleration of cloud, initially centred on the heavy lifting of IT resources in larger organisations, has now moved into all domains of the ICT spectrum. Organisations that deployed tactical solutions during the pandemic are now understanding the interactions of technology, understanding more about the benefits of convergence and, critically, understanding the importance of business continuity. High profile vulnerabilities such as the Apache Log4J Zero Day Vulnerability are typical. More generally, the DCMS 2021 Cyber Security Breaches Survey concludes 'among those identifying breaches or attacks, their frequency is undiminished'. Our aspiration, as an MSP, is to help customers make sense of technology and to protect them from threat. With a focus on SASE technology and our own cloud environment 'Nebula', AdEPT's strategic response to themes of Cloud, Convergence and Continuity is cemented."



AIDAN PIPER  
WELCOMM

"In 2022, our ambition for both Welcomm and our sister business Leversedge is growth. We aim to increase the number of local people we employ by 10%, plus grow our combined turnover by an ambitious 20%. Our key focus will remain the wellbeing of our people, as we see remote working continuing throughout 2022. As an employer of 90 plus people, the biggest opportunity we see for Welcomm internally is to enhance our staff benefits package. By retaining and attracting the best talent, we aim to support our customers throughout their digital transformations, by bolstering in-house expertise and strengthening our partnerships with a wide range of vendors. Into 2022, we recognise that the WLR stop/sell is likely to cause disruption amongst smaller businesses that are unprepared. A key opportunity for us will be to consult with these commercial locations and ensure they are aware of their options moving forward."



MATTHEW PARKER  
BABBLE

"We made five acquisitions last year and if everything goes to plan, we should have done 10 deals by the end of this year. I think Babble can grow just as quickly in the next 12 months. As we look at the current market, I think customer experience is going to become more important for businesses and organisations, generally. The move towards UCaaS, collaboration-based tools, and cloud contact centre solution lends itself there. So, customer experience is going to become a more important theme in terms of how organisations think about engaging internally and externally. We're focused on developing regional hubs. It's about building scale and being a national player that's serving customers the way they want to be – by local people. As we've added scale, we've also been able to build on our core pillars and have experts in all of them, helping us to excel our organic growth."

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