

Masergy Expands Global Channel Programme in Europe

Company adds key channel resources and strategic focus to meet accelerated market demands

DALLAS – Oct 1, 2018 – [Masergy](#), a leading provider of [secure hybrid networking](#), [cloud communications](#), and [managed security](#) solutions, announces a significant expansion to its channel programme in the EMEA region. Following its initial success, the enhanced programme will be implemented to attract new partners and grow the existing strategic partner base in the region.

The Masergy [Global Partner Programme](#) is designed to work with different business models, including value-added resellers (VARs), master and sub agents, system integrators, solution providers, and consultants. The programme allows partners to leverage Masergy's expertise in servicing global customers by delivering world-class Secure Hybrid Networking with Managed SD-WAN, Unified Communications as a Service (UCaaS), Intelligent SIP Trunking, Cloud Contact Center, and Managed Security with detection and response solutions.

Bill Madison, Vice President of Global Channel Development at Masergy explains: “We know that many enterprise IT departments are seeking innovative service providers that deliver enhanced agility and security to their businesses. Our expanded focus in EMEA will build on our current success in the region. We are adding dedicated channel resources with a focused strategic plan, and will work closely with partners to deliver bespoke solutions personalised to customers’ unique business requirements.”

Masergy has a tiered partner program and provides partners with a competitive monthly residual compensation structure along with certified product training, joint business plan mapping, market development funds, and comprehensive pre- and post-sales support.

Masergy channel partners benefit from:

- **Future-proof technology** – partners have access to agile, secure, and custom solutions from Masergy which accelerate digital transformation and enable innovation for years to come
- **Ongoing revenue streams** – partners enjoy a continuous revenue stream from new sales to renewals and opportunities for increased commissions based on revenue targets.
- **Unparalleled support** – partners can leverage a dedicated account team with comprehensive support throughout the customer lifecycle.



“My dedicated focus is to strengthen relationships with our existing partners and grow our channel base with new partners in EMEA.” says Steve Harrington, Channel Director EMEA at Masergy. “I am excited about the significant market opportunity for Masergy and our partners as our innovative technologies, customisable global solutions, and industry-leading customer experience sets us apart from our competitors.”

To learn more about Masergy’s global partner programme in EMEA, visit <https://www.masergy.com/partners> or email emea-partners@masergy.com.

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About Masergy

Masergy owns and operates the largest independent Software Defined Platform in the world, delivering [secure hybrid networking](#), [cloud communications](#) and [managed security](#) solutions to global enterprises. Our patented technology, customizable solutions and unmatched customer experience are why a growing number of leading organizations rely on Masergy to deliver performance beyond expectations. Learn more about [Masergy](#) and follow us on our blog [Transforming Enterprise IT](#), [Twitter@Masergy](#), [LinkedIn](#) and [Facebook](#).

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