

# Nashua Communications streamlines business operations

Nashua Communications, a wholly owned subsidiary of JSE listed Reunert Limited, has streamlined its business operations and re-launched itself as a key ICT player after having recently merged with Nashua ECN.



In its endeavour to become a key provider of converged enterprise communication and network solutions, the company also recently acquired KSS Technologies, a valued Cisco partner and a successful and highly skilled player in the networking and converged technologies space.

The company specialises in the design, implementation and support of converged communication, networking, security and data centre solutions that use open, standards-based architecture to unify all aspects of a businesses voice and data requirements.

## Positioning for economic upturn

Managing director Andy Openshaw says today's volatile global economy requires businesses to make the best use of their resources while delivering superior products and services. "The businesses that thrive, are investing in ways that not only meet today's goals, but also position them for competitive advantage in the economic upturn.

"As collaboration and convergence evolve from buzz words to reality, the synergies between the the merged entities, if taken advantage of, could give the new company a strategic benefit in this very dynamic and evolving space. Leading CIOs tell us that as they reduce costs in many areas, they are increasing their investments in the collaboration capabilities that will continue to save them money in the future while making their companies more effective," Openshaw says.

Companies should focus on capital efficiency by centralising their communications infrastructure and resources by moving to an IP-based solution. Collaboration, virtualisation, globalisation and video-enabled capabilities should be key parts of their plans to thrive. Nashua Communications offers a comprehensive set of solutions and services to cater for these business needs.

## Experience in unifying networks

Openshaw says the company has vast experience in unifying networks and application infrastructure for businesses in Southern Africa and it has a track record of success in very large managed service projects.

"We value and support our strategic partners like Siemens Enterprise Communications, Cisco and Microsoft, and together we strive to remain competitive, successful and forward thinking. More importantly, we offer solutions rather than hype to a market in need of delivery rather than promise. We can now deliver a totally integrated solution to new customers and migrate existing customers who have the need, into the converged enterprise communication and network space," Openshaw says.

A technology-enabled business model enables businesses to act more rapidly and scale faster than their competitors.

"Technology-enabled business processes help you to establish relationships faster across a broader host of partners and work more closely with your own strategic thinkers to improve differentiation, increase market share and accelerate innovation," he concludes.

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