

FONE LOGISTICS PUSHES MOBILE TO IT RESELLERS

Business mobile distributor Fone Logistics has announced plans to launch a 'Mobile Clinic' for IT resellers and channel partners.

The Mobile Clinic will launch via a dedicated team within the northeast-based company to guide IT resellers through the process of realising new revenues from introducing mobile services.

This will be backed by a secure online facility that can diagnose solutions and offer 'prescriptions' on how a mobile can be integrated into their customer offering.

It will also explain to resellers the broad range of business mobile solutions they need to know about and demystify the complexities of mobile technology and tariffs.

Dealers will be able to enter their customer's details via the clinic area online, where they can find out tariffs and margins and construct a full mobile delivery proposition, plus their potential earnings.

The web interface will be backed up with a dedicated support team, which will be able to analyse existing bills and advise on appropriate solutions to help the reseller through their first experience of mobile solutions.

Fone Logistics sales and marketing director Julien Parven said: "Comms Solutions allowed us to talk to numerous IT and comms resellers about the challenges that their products and services now being shipped with a mobile module bring, thus thrusting them into providing



Parven: promoting mobile solutions

mobile solutions by the software providers.

"Sage CRM and Exchange 2007 are just two of the applications now being dispatched with a mobile component as standard, and resellers will have a job explaining them and reaping those benefits if they don't have proper support.

"Their common concern was being able to enter the mobile market quickly – obviously to benefit from the added revenue – but armed with the product and tariff knowledge to sell it confidently to their customers."

The concept will be taken to the IT reseller market in a promotional drive during June and July, with a series of drop-in clinics being held across the UK.