



Press Release



## *Transatel and Pure Cloud Solutions Launch the First True FMC MVNO-in-a-box*

*Paris, France, and Tamworth, UK – February 14<sup>th</sup>, 2018*

*Thanks to Transatel's built-to-purpose technical architecture, Pure Cloud Solutions will now be addressing resellers and clients in the UK with a true Fixed-Mobile Convergence offer boasting plug-and-play capabilities. The launch announced for March of this year is the first of its kind, enabling quick and massive deployment of FMC offers in the Channel, to address an ever-increasing demand from SMEs. The solution is fully integrated at network level for both fixed and mobile components, and entirely cloud-based, so end customers **don't have to install or develop** their own technical infrastructure.*

*Transatel's role as the European leader in MVNO enablement, combined with Pure Cloud Solutions' innovative hosted cloud solutions and telephony services, has made it possible to bestow the characteristics, and thus, the benefits, of an MVNO to Fixed-Mobile Convergence. Here, FMC is productised, white labeled, ready-to-use and fully integrated with Operating Support Systems, Business Support Systems and relevant apps.*

*Nonetheless, in contrast to the 'lighter' app-based FMC applications the market has to offer, the solution presented by Transatel and Pure Cloud Solutions is native and therefore offers the entire breadth of Unified Communications capabilities. These include seamlessly bridging office phone services to mobile devices, permitting the use of just one phone number and one voice mailbox, extending the capabilities of a PBX to smartphones and featurephones alike, and creating a virtual desk extension. Centile is a partner in the project with its ISTRA platform, delivering a comprehensive range of PBX features.*

*The service runs across the EE network through a wholesale agreement with BT, ensuring that customers using the service will have access to the 4G data speeds and coverage that UK business customers require.*

*Philippe VIGNEAU, VP Business development at Transatel: "With this project, we hope to demonstrate once again how we can bring innovation to a mature market. We're proud to have been selected by Pure Cloud Solutions to deliver the perfect technical solution and business model."*

*Darren Lake, Pure Cloud Solutions CEO and Founder: "A turnkey FMC solution is a life saver for small businesses in situations we see daily. Business development, retail, logistics, countless activities and departments can increase productivity through communications. Our idea is to make it as marketable and easily implementable as possible."*



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*Nick Wootten, BT Wholesale MVNO Client Director: "It's fantastic to see Transatel continue to innovate with the products and services they can offer their partners. Such products combined with access to the EE network will provide a unique customer experience for Transatel customers."*

#### *About Transatel*

*As the leading European MVNE/A (Mobile Virtual Network Enabler/Aggregator), Transatel has, since its inception in 2000, launched over 150 MVNOs (Mobile Virtual Network Operators) and built a strong expertise in Machine-to-Machine connectivity. Since 2014, the company offers an unparalleled cellular solution for global, multi-local data connectivity with eSIM capabilities for the IoT (Internet of Things), addressing the connected car, connected objects, and embedded connectivity markets.*

#### *About Pure Cloud Solutions*

*Pure Cloud Solutions deliver innovative technology including voice, mobility, data & application integration to resellers throughout the UK. It delivers a one-stop-shop for its partners including billing, professional services, CRM, FMC, hosted services, network design/delivery and other technology services enabling our partners to benefit from additional margins.*

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