



**MF COMMUNICATIONS**

**BE DIFFERENT. STAND OUT FROM OTHER SUPPLIERS**

**MF Communications can help assist your existing and new customer base by enabling you to offer something different to that of your competitors.**

Legacy demand is extremely high within your country, but most companies only offer new solutions. We offer something unique, that keeps the cost down for your customers and helps with the Upgrade path.

The global market potential to upgrade traditional legacy communications networks is extensive, but how does your company stand out from the competition when it comes to getting new business leads for your latest technology?

We have thousands of visitors to our website, daily, searching for hardware spare parts or support.

We know the extent of the demand. The amount of users of traditional hardware-based products, globally, is still huge.

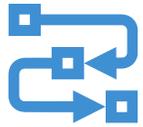
The question is, how do you reach these users?

The communications market has evolved drastically over the last 10 years. Traditional hardware manufacturers like Nortel no longer exist. Others, like Avaya, have faced troubling times, Siemens became Unify, whilst Ericsson & Aastra were taken over. Then there are others, such as Mitel and Cisco, always moving forward in an effort to stay ahead.

**Companies that work with us offer their customers a different approach in order to stand out from the crowd. By doing so, they also gain extra business opportunities. Why not talk to us in more detail about this approach to market?**

**End of Life Product Support: Professional and Competent**

- Does your customer have an aging, but well-functioning communication network or system?
- Where others end up forcing their customers into new products, you can offer an alternative.
- Provide professional, reliable support for end-of-life products and ensure that the communication systems can continue to operate reliably.



## Take a Different approach

### NEW OPPORTUNITIES, NEW BUSINESS

Provide Key Staff the information and hardware support to enable them to offer an alternative solution other than a complete new solution and upgrade.

Don't put potential customers off, gain new ones.

Offer EOL support for their existing system.

Help them integrate a Plan and a Roadmap for migration to a new solution whilst continuing to support their existing system.

Save customers money and build up your business by including maintenance contracts for existing and new equipment.

### BE PROACTIVE WITH YOUR EXISTING CUSTOMER BASE

Make contact with old/previous customers and offer EOL support/maintenance for their existing system.

This offers up further business opportunities, as you open up discussions regarding planning for future upgrades.

Help customers by supporting their existing systems and when the time is right to upgrade, you can assist them in doing so.

### WEB DATA

Using our Google Traffic analytics, our web data shows there is still a high demand for legacy equipment and support within your country.

Use this information to target promotional emails highlighting EOL/Legacy Support.

Producing an orphan Website Page means you can detail your maintenance support offerings for legacy systems (see our example below)

Use Social Media to promote equipment spares and support services.



## Web Data

### MF Communications Example Data (we have this available for every country)

August 1<sup>st</sup> 2017–2018

Organic traffic	
Visits	276
Impressions	4640

Pay per click traffic	
Visits	195
Impressions	4373

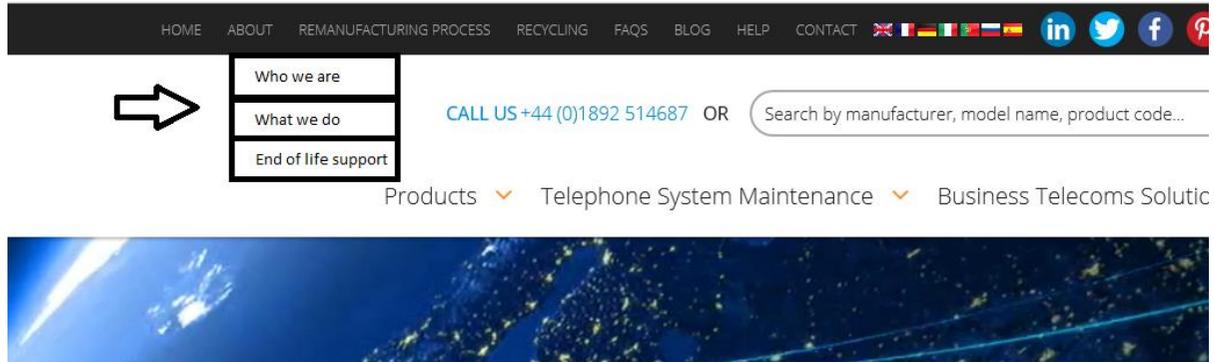
Total Visits	
Users to our website	471

Total Impressions (users looking for product on our website)	
Users looking for equipment or support within XXXXXXXX country	9013



# Example Web Page



Text and breadcrumb trail:

**Home » About » End of Life Support**

## **END OF LIFE PRODUCT SUPPORT: PROFESSIONAL AND COMPETENT**

Do you have an aging but well-functioning ITC communication solution in your company for which you no longer receive any technical or hardware support from your provider? No reason to despair!

Where others end up forcing their customers into new products, we take on the challenge.

We provide professional, reliable support for end-of-life products and can ensure the communication systems in your company continue to operate reliably.

Contact us regarding the end-of-life products currently in use within your company and how we can help you.

*We are happy to solve your challenges with an end-of-life product and help you plan your roadmap for migration to new technology once the time is right.*



## Case Study

### HELPING LOCAL PARTNERS WIN MORE BUSINESS & SUPPORT THEIR CUSTOMERS

#### THE REQUIREMENTS

We received an enquiry from a Cisco Gold partner who had the maintenance contract for a large European Energy provider with 250 locations that it was planning to upgrade. This was a huge project and the business was under tight budget and time constraints. They needed to strategically plan the upgrade and wanted to roll out the project on a 1-3-year cycle. The end-user needed a flexible partner with the knowledge and stock support to help them manage this complex upgrade. They also needed to partner with a supplier of legacy/end-of-life equipment, as their business was focused on the provision of new equipment.

#### THE SOLUTION

MF Communications was able to assess, with the dealer, the customer's current system requirements and show where and how we could help. The answer was to offer fully remanufactured and tested products covering all areas of the existing system. Using our extensive knowledge of the industry, our large warehouse of legacy products and wide-ranging contact base, we were in a position to be able to offer replacement parts for the systems. This enabled the Cisco partner to confidently plan the upgrade with their customer, without the concern or loss of operational continuity, and the partner could deploy new equipment over time direct from Cisco.

#### THE RESULT

The dealer was able to plan a roadmap for the 250-location upgrade, clear in the knowledge that all system critical parts would be available from MF Communications. Working closely with the dealer, we successfully:

- Kept within budget
- Helped the dealer maintain all the systems
- Ensured the strong relationship between dealer and the energy provider was preserved
- Hit their important deadlines

#### FIND OUT MORE

To find out more about how MF Communications can help you and your business become more profitable, from our vast range of products and services, simply call +44 1892 514687 or email [adam@mfcomm.co.uk](mailto:adam@mfcomm.co.uk)



## Case Study

### PROMOTING END OF LIFE/LEGACY SUPPORT VIA YOUR WEBSITE

#### THE REQUIREMENTS

We were approached by one of our customers, which was a National Avaya & Unify accredited partner. Looking to expand their product portfolio and in turn their client base, ultimately their revenues and profits. They were looking to partner with an established telecoms equipment supplier with a large product and services portfolio. It was important that they were selling on high quality products, as they had a strong reputation to protect.

#### THE SOLUTION

MF Communications was able to offer its products and services to our customer by way of a partnership agreement. Where applicable, we can mirror image our offering and give our customer the resource of an established and successful multi-vendor telecoms supplier, with hardly any of the set-up fees or infrastructure costs. They simply then went to the market with our products and the full support of our sales, marketing and warehouse team, and had an instant expansion of their product portfolio. (please see attached customer website example).

#### THE RESULT

An increase in sales and profit for our customer, along with an expanded product and services base, ultimately leading to further growth opportunities for the business. Following on from the success of this partnership, we also analysed our Google research data to further target, with the customer, their local base. This also helped the customer establish which products and services they should target in their local market.

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## Case Study

### ASSET MANAGEMENT & DISPOSAL

#### THE REQUIREMENTS

Our client, an international freight forwarder, was upgrading all its service centres throughout Europe and needed the help of a telecoms company to handle the disposal of all the telecom equipment. Logistically assisting the client in a phased upgrade, and critical to the decommission, was assuring it was all met within the required schedule.

#### THE SOLUTION

Agreeing with the client a time scale to decommission the equipment to run in tandem with the installation of the new system, ensuring uninterrupted service for the client. Realising value in the decommissioned equipment and safe, environmentally responsible disposal of those items without any value. With our extensive network of partners throughout the world, we are able to call on local knowledge and contacts to assist. This makes us different from many other suppliers, who are often only able to provide single country specific options.

#### THE RESULT

A successful decommission of the complete network and uninterrupted business continuity for the client. With our years of experience, we have the infrastructure, knowledge and project management skills to apply not only this model of decommissioning, but any type, whether it be a complete network or traditional PABX, 1 site or 100 sites.

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