



**NEWS RELEASE**

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## **Penstone Telecommunications Joins Avanquest ProcessFlows Channel Partner Programme**

Penstone Communications, a London based supplier of telecommunications technology, is the latest telecommunications company to join the Avanquest ProcessFlows Channel Partner Programme.

Penstone Communications are a technical-based company and a Mitel IP Partner. They provide bespoke, end-to-end telecom solutions for clients in a range of industry sectors, including education, healthcare, manufacturing and legal. They have built their reputation as a trustworthy supplier by delivering optimum solutions that fit the unique needs of the organisation, rather than just selling for profit.

Sarah Gage, Practice Manager at the London Gastroenterology Partnership (LGP) says the telephony system installed for them by Penstone *“is amazing and allows staff who work in various locations to communicate efficiently with one another and most importantly, with the patients.”*

Avanquest ProcessFlows provides business automation solutions. Their Channel Programme has been specifically designed to support partners specialising in the areas of Voice over IP (VoIP), Fax over IP (FoIP) and Managed Print Services who would like to add business process automation solutions to their portfolio.

Partners can quickly start generating additional revenue by adding document management, speech processing, Fax over IP, and Enterprise Text Messaging to their existing range of products and services.

Their customers benefit from being able to continue working with their trusted supplier who can help them extend/upgrade their existing infrastructure so it can deliver automatic and electronic capability for the capture, processing, management and the delivery of documents throughout the organisation. This ultimately leads to increased operational efficiency, improved customer service and a healthier bottom line.

Avanquest supports partners throughout the entire sales process, from lead generation and marketing, right through to ongoing technical support.

Franca Cognata, Channel Partner Manager at Avanquest ProcessFlows says *“We like to think of ourselves as that ‘flexible partner’ who is easy to do business with. We offer our reseller partners a margin on all products, services and support supplied by us. There is no need for them to invest in extensive training programs or pay sign up fees - we already have a skilled support team in place. This gives a resellers’ existing sales force the ability to quickly create and qualify opportunities, extending their offerings to their customers without diluting their focus. I look forward to helping Penstone increase their offering to their existing and new customers.”*

Julian Robinson, Managing Director, Penstone Communications said, *“Working with Avanquest ProcessFlows will enable us to help our customers build functionality on their existing telecoms infrastructure in a modular and cost effective way. Over the past 3 years we have been upgrading our long standing customers, some who we have been working with for over 18 years, to new IP telephony systems. Partnering with Avanquest ProcessFlows will allow us to provide another 2 decades of technology. We must be doing something right to have such long standing and loyal customers.”*

**Editors Notes:**

Further information about Avanquest ProcessFlows at <http://www.processflows.co.uk>

Further information about Penstone Communications at <http://www.penstonecommunications.com>

Both Penstone Communications and Avanquest ProcessFlows are available for comment.

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