

Crown Telecom on Growth Trajectory Makes First Acquisition

Submitted by: Ainsworth Maguire

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Crown Telecom Solutions (<http://www.crowntelecom.co.uk/>) has acquired Strata Communications. The North West based communications engineering company has built a reputation for customer service and a strong customer base over 20 years of trading. "This is a perfect fit for us," Crown Telecom managing director Mark Nicklin explained.

"Strata is a pure engineering operation, whereas, here at Crown we offer hardware, line rental, broadband/data services, mobiles and billing. This will add to our technical capacity just as new accounts require us to expand the engineering side of our business," Mark noted.

Other acquisitions may be in the offing, Mark explained. "An acquisition fund to support the growth programme has been established and we are looking for compatible telecoms companies that we can integrate into the Crown business"

Growth at Crown Telecom since launching last year has been spectacular, driven by the sales operation which has successfully won major corporate accounts and work with SME's throughout the UK. "We are retaining all Strata employees and are actively seeking more staff in sales, support and engineering as part of our planned growth," Graeme Jones, operations director, explained. "Even before the Strata deal, we grew the business organically by 50 per cent in the last six months and we see this natural momentum being maintained. People with talent and energy should send in their CV if they want to join a growing company with massive scope for career development."

Crown Telecom is a WLR3 (wholesale line rental 3) provider, making them one of a small number of BT service resellers to be fully accredited. As such they have access to the latest technology. This includes superfast fibre-based broadband for vision and data. They can order and allocate lines more quickly and proactively monitor lines for faults at 20 minute intervals to maintain high standards of service availability.

Mark Nicklin is a 16 year veteran of the telecoms industry. After early career experience with Stanhope Telecom and Aerofone, Mark moved on to set-up GP Telecom with Tim Price in 2001. This business grew steadily before its sale to Elite in 2008, where Mark remained before setting up Crown Telecom within the NW based Crown Group.

The Crown Group is one of the North West's largest independent companies with a £120 million turnover.

Established over 65 years ago, the core business supplies fuel oils, road fuels and lubricants. Innovations have included the addition of carbon offset fuels and blended bio fuel to support clients' sustainability programmes

The Crown Group has diversified in recent years to become a national supplier of gas and electricity services to SME's and major companies. The company also has a specialist division that coordinates utility connections to new developments. Crown Telecom Solutions has strong synergies with existing operations and the same ethos to differentiate from competitors by offering higher levels of customer service and attention to detail.

More Information

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High resolution images are on the web at www.ainsmag.co.uk/cr247/4953cr1a-strata.htm

