

# G3 Strengthens Senior Management Team with New Appointment

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London, 9th January 2012. Telecommunications and converged network specialist, G3, has announced the appointment of Niall Anderson as its new Group Sales Director. Anderson joins from Avaya, leading providers of enterprise communication systems, leaving his role as UK and Ireland Channel Director to take over from Alan Lloyd at G3.

As well as his work with Avaya, Anderson brings a depth of significant sales, marketing and senior management experience from a variety of other major telecoms and technology operators, including periods as Chief Marketing Officer EMEA at Global Crossing and VP Sales for UK and Ireland at Orange Business Services.

Anderson's appointment is part of a planned programme to develop the Group's service delivery strategy and capitalise on changing market conditions, an initiative being steered by Lee Shorten who was appointed as strategic adviser to the G3 Board last November.

G3 Managing Director, Tony Parish, sees Anderson's industry knowledge and experience as making a fundamental contribution across the Group in a role that will continue to drive the business forwards:

"Niall has an impressive track record and a reputation for building strong customer relationships on both the domestic and international stages. He is able to contribute on many different levels and his skills and experience align perfectly with those required to meet our strategic priorities."

"As converged voice and data solutions become increasingly sophisticated and complex, we are continuing to leverage the individual specialist skills and expertise we offer through both G3 Telecommunications and G3 Network Services with the common objective of delivering world-class unified systems that streamline business processes, mitigate risk and cut costs. Niall's knowledge of Avaya and his senior experience in the data networks arena will help us enhance our service offering and improve the overall experience for our customers."

"In addition, as members of the Aura Alliance – the world's largest Avaya accredited global alliance – we will continue to drive the development of partnerships and services on an international level. Importantly, Niall's experience gained at Global Crossing will help strengthen G3's contribution in this area."

Anderson is looking forward to helping accelerate G3's growth: "These are challenging economic times and enterprise customers all over the world are looking to extract maximum value from every part of their operations – including communications. I have previously followed G3's progress with great interest and have been impressed with their professionalism and ambition. With the most advanced voice and data solutions and best-in-class services, I believe G3 Telecommunications and G3 Network Services are well placed to deliver on the value of unified communications. My role is to ensure we do exactly that."

ENDS [426 words]

#### Niall Anderson – summary profile

Niall has over 15 years experience in the ICT sector working in senior management positions for large, market-leading corporations such as Sun Microsystems, Orange Business Services, Global Crossing and Avaya. With a focus on sales, marketing and business management roles - both locally and internationally - he has proven strategic and transformational leadership capabilities and acts as an Advisory Board Member for the consultancy, Positive Momentum.

#### About G3

G3 designs, implements and maintains converged voice and data communications. We are an Avaya Gold Business Partner, a Siemens Premier Partner and the founding member of the Aura Alliance, the global network of top Avaya Partners serving multi-national enterprise customers.

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