

## Two awards in one night for G3 :: G3 wins top prizes at the 2012 Comms Business Awards

Submitted by: G3 Telecommunications

Friday, 22 June 2012

---

This year's Comms Business Awards saw leading vendors, resellers and distributors from the telecommunications industry gather on the 21st June at the Lancaster London Hotel to honour the year's top business performers. With strong competition in all 20 categories, telecommunications and converged network specialist G3 (<http://www.g3-tel.com>), scooped two of the most prestigious awards, winning best Mid-Market Convergence Solution and Channel Entrepreneur of the Year through Managing Director, Tony Parish (<http://uk.linkedin.com/pub/tony-parish/0/417/a56>).

Entries for all the Awards were judged in two stages by an independent panel of industry experts. After short-listing up to six entrants in each category based on a thorough assessment of all submissions, the judges then debated the merits of each finalist's contribution in a one day meeting held at the Institute of Directors. The process culminated in an exclusive evening ceremony attended by 500 guests and hosted by Alex Jones, presenter of BBC1's The One Show.

In the Mid-Market Convergence Solution award, entries had to be for projects undertaken in businesses employing 250 to 500 employees and G3's work with leading integrated communications agency, DDB, was the stand-out choice for the judges. Part of the global Omnicom Group, DDB UK chose G3 to design and implement a new Avaya communications system after embarking on substantial refurbishment of their London offices. With challenging onsite conditions and tight time frames, G3 successfully replaced the old system to deliver greater flexibility, improved functionality, lower operating costs and the resilience necessary to guarantee business continuity. G3's extensive solution also included SIP connectivity, long-range wireless broadband and full management of lines, calls and billing.

G3 Sales Director, Niall Anderson commented (<http://uk.linkedin.com/pub/niall-anderson/6/b59/797>): "It's a huge honour to receive this award and we're delighted that the solution we designed and implemented for DDB has been recognised as best-in-class. The Comms Awards always attract strong competition from the industry's leading players and for G3 to be independently acknowledged in this way is testament to the skills and expertise of our entire team, and their ability to deliver outstanding end-to-end communication solutions."

For G3's Managing Director, Tony Parish, winning the Convergence Solution award and gaining personal recognition as Channel Entrepreneur of the Year are positive reflections on both G3's business and that of the Aura Alliance, the global alliance of Avaya business partners he founded and manages as Chief Executive.

Parish has been the driving force behind G3's innovative approach to business and has spearheaded the remarkable success of the Aura Alliance in the last two years. "We work in a fast-changing sector and I've always believed that being able to identify key market drivers and having the operational flexibility to capitalise on them are fundamental to business success," he said.

"The Aura Alliance, for example, was created in response to the increasing difficulty of managing complex global telecoms projects and deployments. It's now the largest Avaya-accredited alliance in the

world, with over 50 members operating across 90 countries and employing more than 2,000 Avaya-accredited individuals.”

“I’m incredibly proud of what G3 and the Aura Alliance have achieved and would like to thank all the people who have contributed to winning these awards.”

#### G3 Telecommunications PLC

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

[www.g3-tel.com](http://www.g3-tel.com)

#### Aura Alliance

The Aura Alliance is an international group of Avaya Business Partners, working together as a single organisation to provide global support for multi-national enterprises. By maintaining consistent service levels, prices and technical skills across all countries, the Aura Alliance simplifies the administration of your global Avaya project and ensures the most cost effective solution.

[www.auraalliance.com](http://www.auraalliance.com)

For further information please contact Louise Rogers, Marketing Manager, G3 Telecommunications.  
[louise.rogers@g3-tel.com](mailto:louise.rogers@g3-tel.com) +44(0) 20 7075 1467