

# Arrow Business Communications Limited announces another acquisition and the appointment of two new Directors

Submitted by: Arrow Business Communications

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GODALMING, SURREY, UK (25th July 2017): Arrow is delighted to announce the acquisition of Worksmart Technology Ltd along with the appointment of two new directors to support the company during this period of aggressive growth.

Worksmart is based in London and is a £4.7m telecoms value added reseller with over 350 customers. The company is particularly strong in the financial services and healthcare sectors and focuses on hosted and on-premise telephone systems as well as data connectivity.

Chris Russell, CEO of Arrow (<https://www.arrowcommunications.co.uk/>), comments, "The key reason behind this acquisition is Worksmart's expertise in delivering enhanced hosted voice platforms, which are becoming increasingly popular to customers wanting to migrate away from on-premise based solutions.

Overnight we have doubled our number of hosted seats and connectivity sales and added depth to our technical and product offering. Worksmart is a great fit for us and I welcome all of the team at Worksmart to Arrow".

The two new Director roles have been created to support Arrow following this ninth acquisition in just seven years. Arrow welcomes John Harber and Richard Burke at a time when strong leadership and business experience will be invaluable to the existing team as we fully integrate the acquisitions into our organisation and continue to expand.

John comes with a wealth of experience having previously worked at Lenovo, Sony Ericsson and Sony UK. John will lead Arrow's two most recent acquisitions – Pulse Business Energy and Worksmart.

Richard is joining Arrow from Intercity where he has held director level positions since 2009. Richard will assume responsibility for Arrow's IT Services, Telesales, Scotland and Strategic Accounts teams. Both senior recruits will join the Board and will work collaboratively with the existing directors in order to help scale Arrow for future growth.

Chris Russell continues, "We started the year with three key objectives; to continue to acquire, to add resource to our senior team and to deliver our numbers. I am delighted to have completed our second acquisition in 2017, to welcome John and Richard to Arrow and, having won some significant new business this year, I am confident that we will exceed our profitability targets for 2017".

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## About Arrow

Arrow specialises in telephony, data, IT and energy solutions for businesses. It offers a diverse product range ranging from hosted telephony and mobiles through to mobile device management, telephone systems, IT services, voice and data connectivity. The addition of business energy, including gas, electricity and water services, to the portfolio makes Arrow one of very few companies in the UK able to provide a full energy, telecoms and IT consultancy and service proposition.

Arrow has seven offices with 155 staff supporting a diverse range of businesses from entrepreneurs to national, multi-site organisations. Many of our customers purchase multiple products and services from us, choosing Arrow as their telecoms partner year after year. Learn more about the types of customers we support and the solutions we have implemented here.

Over the years, Arrow has kept pace with technology, working with 'best of breed' providers in order to explore, define and tailor market-leading solutions for businesses. Arrow has a number of strategic partnerships in place across the Telecoms and IT Marketplace.