

Enreach expands into Spanish market with B2B cloud communications provider masvoz

Submitted by: TTA Communications (Bath)

Monday, 25 November 2019

Almere/Dortmund, 25th November 2019 - Enreach (<https://enreach.com/>), the fast-growing European UC provider, enters the Spanish IT and telecommunications market with the addition of masvoz (<https://www.masvoz.net/>), the number one B2B cloud communications provider in Spain. With more than 15 years of experience in helping 1,500 companies move their communications to the cloud, masvoz allows corporate clients to work better and more efficiently.

Growth opportunities in Spain

The addition of masvoz, one of the leading players in Spain, provides Enreach, supported by pan-European investment company Waterland, with a great opportunity to exploit growth opportunities in the Spanish market and to consolidate its presence in Europe. The integration of masvoz into the group enables Enreach to further extend its range of products and add a cloud-based contact center solution to its portfolio, a tool that combines the advantages of the cloud with the means to enhance telephony-based customer service.

Stijn Nijhuis, CEO of Enreach: "By adding masvoz to our group we have the ideal platform to enter the Spanish market, one of Europe's fastest growing UC markets. Thanks to this operation, the customers of masvoz will benefit from a broader product portfolio. On the other hand, we will further improve our product range with the capabilities masvoz brings to the group, especially our new colleagues' expertise in contact center solutions. Together we will continue to build a great ecosystem of strong telco leaders who dare to pioneer, innovate and provide excellent and personal service to customers. We are therefore very pleased to be able to add masvoz to our group."

Added value

Masvoz has a complete portfolio of products (cloud contact center, cloud PBX, phone numbers, IVR and APIs) and develops scalable and tailored solutions for its clients. It markets these solutions through a UCaaS (Unified Communications as a Service) and pay-per-use model. The company specialises in adapting its most beneficial features to meet the industry needs of its customers, transforming a company's telephony into a business advantage. This ultimately enables their customers to grow and offer more added value.

Masvoz will continue to operate independently while benefitting from group synergies as well as Enreach's market and technology knowledge. The company remains based at its current location in Barcelona, Spain. Alfred Nesweda, co-founder and CEO of Masvoz, will continue to lead the business going forward alongside its experienced management team.

Alfred said: "We are excited to become a part of Enreach, a strong partner who shares our focus on efficient communication as a way to enrich relationships. At masvoz, we offer smart communications solutions that help businesses to grow, to become more flexible and efficient and communicate more effectively. Joining Enreach will help facilitate our customers' growth even further. We look forward

to shaping the future together and achieve maximum success in Spain and across European markets.”

The transaction is subject to approval by the Spanish regulator and is expected to complete by the end of the year.

For further press information, photo material or an interview, please contact Sander van Buuren and Jennifer Vogels of LEWIS:

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NOTE TO THE EDITORSHIP

About Enreach

Enreach is the parent company of various labels such as Voiceworks, Swyx, ipnordic, Centile, Eazit and Network Telecom. Enreach provides collaboration technology and telecoms services via their reselling partners or direct brands that are transformative for SMEs and the people that work with them. All brands contribute to intelligent, integrated IT and communication solutions that ensure optimal communication and workflow between organisations. Enreach’s mission is to give businesses access to the best communication and collaboration tools with an easy, user-centric interface built around their specific needs and systems. The groups products put powerful features in reach of every business, no matter the industry or size, so their employees can focus on getting amazing things done.

Enreach is active in the core markets Germany, the Netherlands, Denmark, UK and France with activities in 25 countries and more than 775 employees.

For more information about Enreach visit www.enreach.com

About masvoz

Masvoz, based in Barcelona (Spain), is the number one Spanish B2B telco specialised in smart cloud telephony. The company has more than 15 years of experience in business communication services and offers a wide suite of value-added services. Founded in 2002, masvoz has a strong focus on cloud communications and with a team of 70 employees servicing more than 1,500 enterprises in Spain and Europe. With their proprietary communications platform they support more than 500,000 calls on a daily basis.

For more information about masvoz visit www.masvoz.net