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Vodafone UK Announces New Independent Service Provider Partner: Bamboo Technology Group

- Bamboo adds Vodafone for its high quality network infrastructure and international roaming services
- Agreement with Vodafone enables Bamboo to enhance its enterprise mobility offering

Total communications provider, Vodafone UK, has announced a new Independent Service Provider agreement with Bamboo Technology Group, a business technology specialist and Independent Service Provider headquartered in Cheltenham, Gloucestershire. The new partnership sees Bamboo integrate Vodafone's converged network, international roaming and associated services as part of its own enterprise service offering for direct customers.

Under the service provider agreement, Bamboo has the ability to self-provision Vodafone services directly, as well as manage the billing of those services as part of its own process. The move will enable Bamboo to provide enhanced enterprise mobility solutions to its direct corporate clients looking to keep employees securely connected to colleagues, customers and business systems wherever they are working, across the UK and worldwide.

The rise of flexible working, increased data consumption and the shift to cloud computing is compelling enterprises to have access to converged fixed and mobile networks that can scale in line with business demands, and provide secure and consistent service for users. Vodafone offers one of the world's largest fixed and mobile networks for business and was the first to offer a converged network solution, providing enterprises with highly scalable, secure and agile communications infrastructure.

Gary Hill, Head of Vodafone UK's Independent Service Provider Channel, said: "We are seeing a wave of transformation in the enterprise market as businesses absorb digital technologies into their operations to increase mobility and customer responsiveness. As organisations evolve new ways of working, their need to keep staff confidently connected regardless of their location has never been greater. We are working closely with customers and our partners to support the delivery of agile infrastructure, expanded network connectivity and total

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communications solutions. Through Bamboo, more organisations will be able to benefit from access to the capacity and flexibility of Vodafone's wholly-owned and highly-secure global IP network, combined with our unbeatable 4G mobile network and associated services."

Lorin White, MD, Bamboo comments, "We are absolutely delighted to be the first new Vodafone UK service provider in over a decade. Bamboo's strength stems from our ability to deliver customer growth through agile connectivity solutions and unique service functionality – this can only happen with a foundation of supply chain excellence. In recent years, our focus has been on expanding and improving that supply chain to offer strength, choice and flexibility. Our new partnership with Vodafone allows us to significantly boost our offering with the scale, innovation and efficiency of Vodafone's trusted network and international voice and data services. Having these capabilities will support both our own growth plans and those of our customers, as we provide the bandwidth and communications infrastructure services they need to support and transform their operations. We look forward to working with Vodafone as we expand our business."

Commenting on the enterprise demand for agile connectivity, Nick McQuire, Vice President Enterprise at industry analyst CCS Insight, added: "The market opportunity for enterprise mobility services is sky rocketing, growing 40% annually according to our estimate, in light of new digital service models and the pressure to innovate across areas such as workforce management and customer engagement. Mobile network data demands are also accelerating as employees continue to demand mobile working and more and more organisations look to digitise workflows as part of their digital transformation strategies."

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Notes to Editors

About Vodafone UK

Vodafone is one of the world's largest telecommunications companies and has mobile operations in 26 countries, partners with mobile networks in 52 more, and fixed broadband operations in 17 markets. Vodafone UK has

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worked with UK businesses for over 30 years, starting out as a mobile provider and becoming one of the UK's leading total communications partners. It provides a range of voice and data services, secure communications infrastructure, fixed and call centre capabilities, unified communications, cloud and hosting and IoT solutions and was the first mobile phone operator to offer a truly converged service for fixed and mobile. For more information please visit www.vodafone.co.uk

About Bamboo

Bamboo provides a full range of ICT services including fixed and mobile voice, data, hosted telephony, cloud and consultancy. Award winning, market leading and independently thinking, Bamboo's skill and expertise is in understanding how its customers work in order to specify and deliver on-point technology solutions that have a significant impact. For more information please visit www.bamboo.tech

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