

EMITAC

Redefining Communications with a 'Kool' Strategy

At a time when IoT and increased mobility are at loggerheads with secure communications, Emitac is taking a step further in rethinking enterprise communication on a novel platform. KoolSpan, its latest value addition is a new offering to the modern enterprises, that boasts of robust and end-to-end encrypted mobile communications.

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Centralized technology management and administration in enterprise communication need not be an alienated dream for the CIOs. This is the promise the newly formed partnership between Emitac Enterprise Solutions and KoolSpan is bringing to the modern enterprises. This partnership will enable more organizations to provide encrypted communications to their employees, business partners and supply chains and ensure the protection of sensitive calls and messages from global surveillance threats

As a secure voice and messaging solution provider for the enterprises, KoolSpan spans over 60 countries and provides end-to-end encrypted calling and messaging solutions that gives maximum flexibility in providing infrastructure as a hosted service. "We have a growing base of regionally focused partners and we are very excited about our partnership with Emitac that will expand

our presence in the region," says Nigel Jones, CEO of KoolSpan. "KoolSpan brings with them an immense amount of expertise in this industry and we are certain that through this collaboration, we will provide our clients with nothing but top-notch secure communication solutions," says Tony Alam, CEO, Emitac

Enterprise Solutions

END-TO-END SECURITY—FACT OR FICTION?

As the modern enterprises embark on the IoT trip, end-to-end security seems to be a misfit term to the ears. KoolSpan reinforces the claim with the KoolSpan Trust Call solution that lays emphasis on complete control of the data and the meta data and the encryption keys. "The choice is left to the customers, whether they want the infrastructure as a service where they can have complete control over the cryptographic keys, their data and the meta data or they want to integrate their existing back-end

systems with our administrative platform. When we claim that we are providing end-to-end secure communication we are making sure that the cryptographic keys are with the customer and the customer has absolute control over the data and the meta data."

Shuaib, Director Service Excellence, EES says that, primarily it is very important to understand what the customers are looking for. Partnering with KoolSpan facilitates us to provide comprehensive security solutions for customers. Security is probably one of the biggest challenges that government and private organizations are facing. There is a significant concern around security, wiretapping, eavesdropping, interception etc. KoolSpan solutions provide very secure level of communication between entities and ensures outright control of cryptographic keys.

"If the customer wants the most readily deployable solution on premise, we have the TrustCall direct. In TrustCall global service, KoolSpan has the encryption keys and the data



& meta data. But in a scenario where the customer wants to have a complete lockdown, they can go with TrustCall Direct.”

TAPPING INTO NEW HORIZONS WITH EMITAC


What attracted KoolSpan to Emitac is the legacy that SI stands for. The level of training, expertise, brand value and skilled leadership team that could help KoolSpan establish their foot in the market was one of the most exciting phases of the partnership.

“Emitac has had an extensive relationship in the region for over 40 years. Even from the executive standpoint, the relationships which we have had built over the years through our careers exist today. We are leveraging those extensive relationships with our partners, with our sales force, with our own internal teams, to actually bring this to market. And by generating that interest, we overcome these challenges by leveraging the strong connections of channel partners within these countries. Ultimately, it is based on trust.”

ENHANCING THE EES PORTFOLIO

The addition of KoolSpan to Emitac’s portfolio is further re-emphasizing the SI’s position as an end-to-end service provider. From cloud to infrastructure to managed services and all the way to secure voice communications, the Emitac portfolio stands robust. “With KoolSpan in our portfolio, we are now able to provide customers with a total packaged solution of services. The driving factors for this partnership were obviously the expertise that they brought, their product is top in the market and we have a great team in their leadership. I would also say that the chemistry between the teams has contributed to that as well,” adds Shuaib.

THE 2017 ROADMAP

“Going forward, we are focused on becoming more feature rich. We are broadening the footprint, so you will see more types of collaboration capabilities in our platform as well as extending our platform beyond mobile devices to include, for example, a desktop client,” concludes Nigel. 

BEING THE DIFFERENCE



TrustCall sounds better than a regular phone call



HD quality audio



Resilient & performs well across a range of work environment



Superior quality voice communication while also providing robust security



Choice of control of data and meta data



Providing APIs to integrate with back end systems



Proven high performance on low bandwidth