



## **20:20 Mobile Help Unicom Switch on to Mobiles**

*Mobile distributor to supply handsets and reverse logistics for B2B unified comms reseller*

**17 June 2010** – 20:20 Mobile, Europe’s leading distributor of mobile phones and accessories, has signed an exclusive contract with unified telecommunications provider, Unicom ([www.switchingon.co.uk](http://www.switchingon.co.uk)). The new agreement will see 20:20 provide a range of business phones and accessories as well as a logistics support including distribution of handsets, repairs, returns and customer support.

Unicom will initially offer the range of business mobiles to existing customers which can be integrated into their existing communications infrastructure to provide mobile telephony, email and data transfer. Working with 20:20 they will also look to introduce a range of mobile applications to compliment existing services.

Chris Earle, Unicom Operations Director said: “Unicom has been looking for some time to provide a high quality business to business mobile offering. We know that working with 20:20 will allow our team to concentrate on offering the right solution for our customers.”

James Browning, UK Managing Director of 20:20 Mobile said: “20:20 continues to win business with companies such as Unicom because we understand that to offer the right solution to their customers they need to have a high quality support and distribution network behind them. Unicom customers expect the highest possible levels of service and delivery and we are happy to be able to deliver this element for them.”

20:20 Mobile will be providing handsets, marketing support and fulfilment through their Premier Partner Channel which will allow Unicom access to some of the latest and most innovative products and services in the mobile communications market.

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### **About 20:20 Mobile**

20:20 Mobile Group is Europe's leading mobile handset distributor and in the top three, globally. The Group was created in September 2006 following the sale by the Caudwell Group of its distribution and logistics businesses to Doughty Hanson, one of the foremost private equity firms in Europe.

Headquartered in Crewe in North West England, the Group employs over 1300 people in 14 countries. The company has more than 8,000 active customers and annual sales of £1.0 billion (\$1.6 billion). In 2009, the company handled over 10 million wireless devices, more than 21 million accessories and completed over 21 million product transformations.

For its clients in the mobile telephony industry, 20:20 Mobile provides business process outsourcing services that include category management, procurement and inventory management, marketing services, value added logistics, retail management, online presence, technical services, call centre services, repairs, refurbishment and insurance services.

### **About Unicom**

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

Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband, mobile and website services to 85,000 small businesses throughout the UK. Unicom has an annual turnover of over £50m, and employs 500 people at its 10 regional offices situated around the UK.

Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.

Unicom's mobile customers only pay for the calls and services they actually use, the package also offers one complete bill and one contact number for all telecoms services.

Unicom has a directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 35% cheaper than 118 118, and 53% cheaper than 118 500. Calls from other networks may vary.

Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index.

In October 2009 Unicom became ISO 9001:2008 certified and in 2009 was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors.

For the year ending April 2010, Unicom reported pre-tax profits of £12.7m on a turnover of £50.5m (with profits up 11.8% and turnover up 13.5% from April 2009). Unicom expects profits to be in excess of £15m on a turnover of more than £55m for the current year.

Unicom is a patron company of The Outward Bound Trust.

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