Business Connexion: Building Their Place in the UK Market with Elliot Zissman

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Elliot Zissman is the UK manager for Business Connexion <http://www.bcx.uk.com/> South Africa’s largest IT services company and he is charged with building their business in the UK. They offer a full range of IT services, ranging from full data centre implementation to application layer support and have over 500 developers on their books.

Elliot has 2 main thrusts looking to develop enterprise clients plus building a channel i.e. recruiting MSP clients to resell their hosted services and so build their business base.

The interview with Elliot was conducted in the busy meeting area of the CompTIA EMA event in London <http://www.comptia.org/events/emea/home.aspx> and we spoke in detail about Business Connexion’s hosted desktop <http://www.bcx.uk.com/solutions/services/hosted_solutions/> and <http://www.bcx.uk.com/solutions/services/managed_services/> product set. Hosted desktop works by Business Connexions delivering that desktop to clients without the client needing to own any infrastructure or do either updates or maintenance on the systems with the day to day tasks and costs of updating the user systems being borne by Business Connexion which means there is no cost involved in supporting the client. This is delivered as a white label product – so may be branded by the MSP. In turn it will appeal to greatly to those looking to develop their range of cloud offerings and is an ideal reseller product as it delivers annuity revenue, requires little set up and almost zero on-going support. So, from MSP’s perspective, this is an ideal service to resell as it has few upfront costs and little or no on cost for either the client or the MSP. As the MSP acts as reseller of a white label product, the true costs of the solution are confidential between the service originator Business Connexion and the MSP. In turn this means the MSP will realise good margins on the sale at low cost whilst retaining the billing relationship with the client.

SaaS in a Box is a new Business Connexion product developed with a UK PaaS (Platform as a Service) provider allowing any bespoke application to be developed up to 20 times faster than developing in house. What this means is that a software developer can bring their products online using this in-house partnership rather than an external company. This gives all the advantages of keeping your development in a sealed environment whilst realising the advantages – specifically speed and agility of outsourcing the development platform. Elliot is not shy of dropping the names of some very powerful testimonial clients, Centrica, Aviva and the NHS being the ones mentioned when we met. This product is now packaged and white labelled ready for the small enterprise market.

In summary what we see here is the creation of products sets aimed at the MSP, white label solutions with low cost of entry, very low day to day support costs and that holiest of grails, annuity revenue. The perfect white label solution sale!

<https://www.youtube.com/watch?v=bOq_kGu70Xc&feature=plcp>