

## [BCS Global launches enhanced channel strategy to drive global market for video conferencing](#)

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Managed video communications service provider, BCS Global, has revealed details of its worldwide channel strategy, a new programme that aims to engage network operators, systems integrators and audio visual solutions providers to deliver BCS Global's Virtual Presence managed video conferencing and collaboration service to large organisations in North America, Europe and Asia.

As video moves from the sidelines to become a must-have day-to-day tool for conducting business, independent analyst research has shown that the worldwide video conferencing systems and services market is expected to grow to \$4.2 billion by 2012(1).

BCS Global's enhanced partner programme, [created in association with consultants, bChannels](#), allows new partners to exploit the incremental opportunity of the fast growing video conferencing market in order to provide additional revenue streams and minimise customer churn.

Jamie Cope, Director Strategic Alliances of BCS Global, said: "Video is a powerful communications tool. Market research has shown that organisations are slowly realising the benefits of video conferencing and, as a result, there has never been a better time for solutions providers, systems integrators and carriers to take advantage of BCS Global's partner programme.

"Our Virtual Presence solution is a suite of managed video conferencing services that allows partners to sell access to easy and affordable services that makes using video conferencing as seamless as making a phone call. Through the use of Virtual Presence, organisations can cut travel and operational costs as well as improve internal and external communications."

As Virtual Presence is networking and equipment agnostic, the managed video conferencing solution requires no extra investment in equipment or network services. As a result, with BCS Global's autonomous service, partners can overcome the traditional complexities usually associated with setting up video communications in an enterprise environment, said the company.