

# Innovo Networks launches 'business in a box'

Cape Town-based ICT provider, Innovo Networks, has launched a 'business in a box' product toolkit (#Bizzbox) for small businesses. The solution is said to offer SMEs affordable infrastructure that reduces the hardware and maintenance burden on business who are starting out.



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Managing director of Innovo Networks, Damian Michael, believes that the future of business efficiency lies in connecting people and that more centralised IT services are paving the way.

Sadly, not all businesses have access to resources or technology that enable them to compete with the big guys, and it's this barrier to entry that Michael believes is failing them.

"End-users today have more demand and higher expectations, so companies need to adopt a 360° customer relationship strategy to acquire and retain customers in this evolving competitive ICT environment," says Michael.



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The #Bizzbox solution offers a flexible cloud computing enterprise level service which can be deployed in minutes. It allows businesses to host websites on a secure cloud server that is managed by the ICT company and backed by their uptime guarantee, providing companies and their customers with reliable web hosting services.

“Moving these items to the cloud also gives companies a competitive advantage by making data, files, and entire machines that were traditionally hosted on-site available over the cloud both off-site and on mobile devices. The Hosted PBX allows the business to scale due to the cloud and allows them to be mobile,” he says.

According to Michael, all-in-one solutions are more affordable and more efficient for a business than a single-use solution. He believes that if businesses obtain their ICT requirements from one provider with one point of contact, they can better budget and forecast appropriately, providing added value for the end-user.

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