



Tradewinds Named Serenova and Lifesize Master Agent for Business Communication Solutions in Australia and New Zealand

New partnership will make entire combined Serenova and Lifesize SaaS portfolio broadly available to organisations in the region

Sydney, Australia — May 12, 2020 — [Serenova](#) and [Lifesize®](#), global innovators of cloud contact centre and communication solutions, today announced a new vendor partnership with [Tradewinds Technology Brokerage](#), the Australia and New Zealand (ANZ) division of master agent Telarus. As part of the partnership, Tradewinds' extensive network of agents will have the ability to offer enterprise-grade, secure cloud contact centre and video conferencing services to organisations across ANZ.

In response to the COVID-19 health crisis, enterprise businesses are rapidly adopting cloud-based remote work technologies to increase organisational resilience and offset global economic uncertainty. Software-as-a-service (SaaS) solutions account for nearly 65 percent of Australia's more than \$8 billion AUD projected cloud spend in 2020, according to Gartner. [1]

Tradewinds agent partners focus on providing contact centre, unified communications-as-a-service (UCaaS) and related cloud technologies to organisations with headquarters or regional offices across ANZ. Effective immediately, Tradewinds agents will be able to offer Serenova's popular CxEngage [cloud contact centre](#) and [workforce optimization](#) solutions along with Lifesize's cloud-based [video collaboration service](#), delivering robust enterprise capabilities from a single vendor.

"Serenova and Lifesize are ideal additions to our contact centre and UCaaS portfolios," said Tony Heywood, regional vice president of Australia and New Zealand at Tradewinds. "Expanding our breadth of offerings in those categories with market-leading communication solutions will further allow our agent partners to be purveyors of choice."

"Tradewinds and the greater Telarus brand are known the world over for their expertise in implementing cloud and managed services," said Rob Malkin, vice president of Asia Pacific sales for Serenova and Lifesize. "Their vibrant and effective agent community will be highly beneficial allies for us to partner with as we continue to deliver an exceptional solution and service experience to customers across Australia and New Zealand."

Serenova, Lifesize and Tradewinds will discuss the new partnership and opportunities for agents during a "Coffee & Conversation Series" webinar on May 20, 2020 at 10:45 a.m. AEST. Interested agents and customers can register here: <https://tradewindsbrokerage.com.au/#events>.

To learn more about becoming a Lifesize or Serenova partner, visit www.lifesize.com/partners or www.serenova.com/partners. To become a Tradewinds agent partner, visit tradewindsbrokerage.com.au/sell-more/.

About Tradewinds

Tradewinds Technology Brokers allows its agent partners to be the “trusted advisor” to their customers. Tradewinds offers the ability for their agent partners to represent a significant breadth of technology to their valued customers, allowing the best-fit solutions and access to trusted technology brands.

About Serenova

Serenova is a leading provider of cloud-based, multichannel contact centre software to global enterprises and BPO service providers. The company’s comprehensive SaaS software suite enables captive and outsourced customer service organisations to manage and optimise their inbound and outbound customer communication strategy across voice, email, chat, social and mobile channels. Serenova’s award-winning platform has processed more than three billion customer interactions and has over 100,000 users globally. Headquartered in Austin, Texas, Serenova supports a wide range of industries, including financial, healthcare, insurance, retail and technology. For more information, please visit www.serenova.com.

About Lifesize

Headquartered in Austin, TX, Lifesize combines best-in-class, cloud-based video conferencing services with integrated equipment to help you present your business in the best light. Recognized as Frost & Sullivan’s Cloud Video Conferencing Vendor of the Year, Lifesize leads the industry in customer satisfaction with the world’s first 4K video conferencing solution and 4K service architecture. Together with a full suite of integrations and offerings designed for businesses of any size, Lifesize sets a new standard for workplace communication and productivity on a global scale. To see why companies like Yelp and Major League Baseball rely on Lifesize for their mission-critical team communication, visit www.lifesize.com or follow the company [@Lifesize](https://twitter.com/Lifesize).

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