



Westcon and Lifesize Extend ASEAN Partnership to Target Cloud Contact Centre

Singapore, Singapore – Oct 28, 2020 — [Westcon](#), the international technology distributor, and [Lifesize](#), a global innovator of immersive enterprise communication solutions, have expanded their ASEAN distribution partnership to address the fast-growing cloud contact centre market across the region.

The partnership expansion follows the [merger](#) between Lifesize, an established leader in cloud video conferencing and [Gartner-recognised](#) Visionary in meeting solutions, and Serenova, the company behind the analyst-recognised CxEngage contact center-as-a-service (CCaaS) platform that enables enterprises and BPOs to optimise their agent workforce and deliver exceptional omnichannel customer experiences. Lifesize also recently [acquired](#) digital collaboration pioneer Kaptivo, creating an advanced collaboration business and adding a digital whiteboarding application to the Lifesize video meeting platform.

“Westcon, over the last 7 months, has experienced firsthand the importance of empowering a large, hybrid workforce with the tools needed to effectively work from home. This includes our own centralised customer contact centres which are distributed at various locations across Asia Pacific,” said Patrick Aronson, Executive Vice President, APAC at Westcon.

“The Lifesize partnership is exciting for Westcon because the need and market growth opportunities for our partners and customers is obvious. We’ve already established the Lifesize cloud video conferencing platform which delivers security, reliability and ease of use in a seamless experience for both remote work environments and the in-person workplace. Now, with the addition of Lifesize CxEngage contact centre solutions, we can provide contact centre customers exactly what they need for success in the new way of working. The future of contact centres is in the cloud and Lifesize offers an award-winning, cost-effective solution,” said Aronson.

Rob Malkin, Vice President, APAC Sales at Lifesize pointed out that, “ASEAN customers need to maintain high levels of productivity, whether that be in the contact centre, office or remote work locations. Our partnership with Westcon and its specialized set of solutions partners, systems integrators and service providers will allow us to combine our cloud contact centre, video conferencing and advanced collaboration portfolio with high quality service and expertise in each ASEAN market, to support organisations throughout the region that are ready to take advantage of important emerging unified communications technologies like CCaaS.”

“It no longer matters where a contact centre agent or employee is sitting or working,” said Malkin. “Lifesize helps make all communication experiences more productive, secure and effective.”

Westcon-Comstor and Lifesize will discuss the expanded partnership and contact centre market opportunities in the ASEAN region during a webinar on November 19, 2020 at 11:00 a.m. SGT. Interested partners and customers can register here: <https://app.livestorm.co/lifesize-1/lifesize-ccaas-webinar>.

For more information, visit the Westcon-Comstor website:

<https://www.westconcomstor.com/id/en/vendors/lifesize.html>

<https://www.westconcomstor.com/my/en/vendors/lifesize.html>

<https://www.westconcomstor.com/ph/en/vendors/lifesize.html>

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<https://www.westconcomstor.com/th/th/vendors/lifesize.html>

About Westcon-Comstor

Westcon-Comstor is a global technology distributor with annual revenues that exceed US\$3 billion. Operating in more than 70 countries, it delivers business value and opportunity by connecting the world's leading IT vendors with a channel of technology resellers, systems integrators and service providers. It combines industry insight, technical know-how and more than 30 years of distribution experience to deliver value and accelerate vendor and partner business success. It goes to market through two lines of business: Westcon and Comstor. [WestconComstor.com](https://www.westconcomstor.com) | [Twitter](#) | [Facebook](#)

About Lifesize

Lifesize delivers immersive communication experiences for the global enterprise. Our complementary suite of award-winning cloud video conferencing, advanced collaboration and cloud contact centre solutions empowers organisations to elevate workplace collaboration, boost employee productivity and improve customer experiences from anywhere and from any device. To learn more about our analyst-recognised solutions and see why tens of thousands of leading organisations like RBC, Yale University, Pearson, Salvation Army, Shell Energy and NASA rely on Lifesize for mission-critical business communications, visit www.lifesize.com, www.serenova.com or www.kaptivo.com.

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