



**9<sup>th</sup> January 2012**

### **Phoenix Unites Under Single Brand**

*Business reorganises to deliver customer centric solutions for both partners and end-users*

Phoenix, one of the leading providers of hosting, cloud and managed IT services in the UK, has today unified into a single integrated entity bringing together the strengths of both the ICM and Phoenix IT Services brands under one name – Phoenix.

David Courtley, CEO, Phoenix Group, stated: "The world of IT services is changing rapidly. Phoenix's capabilities and reach are well-suited to this evolving landscape; in fact they are second to none. We are excited about the opportunities this presents. The organisation change we have made will enable us to take full advantage of these opportunities and to deliver exceptional customer centric solutions at a competitive price point."

Phoenix delivers IT infrastructure services across wide ranging technologies, focusing on optimised availability for both Cloud solutions and more traditional environments through a compelling portfolio of end-to-end IT solutions. This ensures the highest possible levels of productivity and cost efficiency, giving its customers the confidence that they can rely on Phoenix to deliver their operational requirements whilst they focus on their own business drivers.

Phoenix not only empowers its customers to improve and optimise day-to-day operational tasks but to move beyond them, to embrace innovation, reduce risk and further control costs via UK-based cloud services, secure hosting, virtualisation, business continuity and high availability services.