

## **Equinet**

### Brand refresh press release

Having been established since 1998, Keith Baker and his team at Equinet are back with a corporate refresh, exciting new products and brand new website as they enter the IT and Telecom markets.

As the summer of 2012 came to an end, Equinet thought it was finally time for a brand re-fresh and new website in line with the advances they had made with their products over the years and to announce their return to the industry.

Their brand new website has a professional, corporate feel and tells visitors all they need to know about Equinet- who they are, where they started, where they are now and most importantly, how they can help your business or organisation. Their website is up and running at [www.equinet.com](http://www.equinet.com)

Equinet pioneer the manufacture of extremely secure server appliances and focus on fully converged Voice & Data products and the services to support these. 'Inspiring innovation' is the Equinet mantra and it keeps them at the forefront of technological development giving clients the peace of mind that their devices are not only secure but easy to install and use.

Equinet's corporate refresh and new website has been perfectly timed to support the announcement of their new product; TinaPilot which they are launching into their reseller base.

TinaPilot is the latest addition to the Equinet family of products and combines Voice and Data communication solutions packaged up in a simple 'Comms-in-a-box'. It is a single box product that delivers high quality telephony services combined with data services that include internet access, Threat Prevention, web filtering, back up facilities and more.

In line with this new product, Equinet are looking for new resellers who, with this product, can use their existing wholesale services or if they do not have them, they can use Equinet's. Equinet resellers receive on-going technical training and marketing support to enable them to offer their customers the best service possible.

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Equinet was founded in 1998 and pioneers the manufacture of extremely secure server appliances and focus on fully converged Voice & Data products with services to support these.

'Inspiring Innovation' is the Equinet mantra and keeps them at the forefront of technological development. They actively collaborate with resellers to develop flexible technologies that offer tailored solutions for their clients, of which there are now tens of thousands.

Equinet identified a particular requirement for their adaptable yet secure technologies in the educational and SME markets and are now collaborating with Resellers to launch their new product 'TinaPilot'. This is a complete 'Comms-in-a-box' solution that reduces cost, has no capital outlay and is offered on a simple monthly subscription fee basis giving resellers recurring revenue.