



After almost 20 years working for just three recruitment companies I have a comprehensive grasp of my profession but always stay open minded to accept sound advice. Take my banker friend, Steve, who gave me a tip in April 2007. "There's a storm coming," he said, pricking my bubble. And with unnerving foresight he laid out what became Toxic Assets, Bank Failure, Writedowns, Intervention and Devaluation. We followed his advice and removed the 'nice' things, kept the 'vitals', lowered fixed overheads, and found out who our core customers really are. "Bide your time," Steve said. "Wait for the moment to expand your sales potential with something different. You'll know when and how."

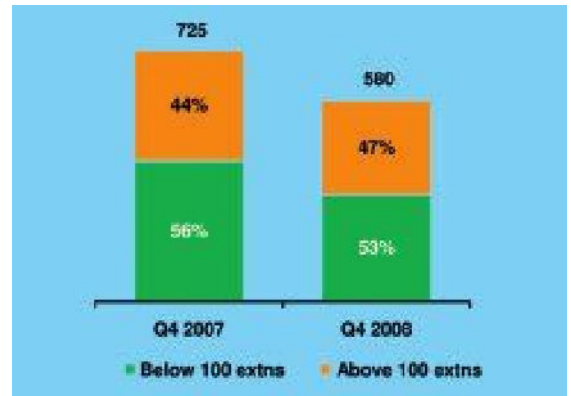
So JMA stuck to telecoms sales and technical people but also followed leads to new business in on-site management and temporary engineers, attracting candidates that need a tailored service and a 'real relationship'. My advice for a proper recruitment partnership is to make sure the customer is not funding a call centre, expensive cars or winner trips, but investing in a business that aims to find better people, faster, and drawn from a private network of contacts.

Clive Jefferys, Sales Director at recruiter JMA Network

Q4 UK PBX/IP PBX e

A report into the UK PBX/IP PBX market by comms research firm MZA has revealed that extension shipments in Q4 2008 (October to December) fell by 20 per cent compared to the same period in 2007, reaching just under 580,000. Volumes dropped by 24 per cent in the below 100 extensions market, while the above 100 extensions market registered a fall of 15 per cent.

MZA found that the heaviest losses were in the smallest market segments of Micro PBX and Other 2-10 extensions, which dropped by 54 per cent and 28 per cent respectively. The other segments in the below 100 extensions market also fell by between 21-25 per cent during the evaluated period. Losses in the above 100 extensions markets are



slightly less severe, said MZA, though all segments except the 501-1000 extensions segment saw double-digit declines.

According to MZA, the heaviest loss is attributable to the 1001-plus extensions market, which decreased by over 25 per cent compared to the same quarter in 2007. Cisco lead the UK PBX market, with an 18 per cent total

market share, while Nortel moved into second position with 17 per cent, and Avaya takes third position. MZA noted that almost all vendors witnessed declines in Q4 2008 business compared to Q4 2007.

The report shows Nortel as the leading manufacturer in the below 100 extensions category, followed by Mitel Networks and Panasonic. In the above

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