

EVOLVING TOGETHER ACCESS4 & ENREACH FOR SERVICE PROVIDERS



Already a powerhouse player in the Australasian market, Access4 is now bringing its UC know-how and market approach to the European region, starting with the UK. Focusing on delivering the technology needs of MSPs, ways in which Access4 stands out from the crowd include its ground-breaking SASBOSS OSS/BSS solution, provision of wraparound services and expertise in areas including telephony and contact centres. In addition, Access4 only works with best-of-breed trusted technology partners, such as Enreach for Service Providers, with which it has collaborated since 2018. The Enreach UC platform continues to play a pivotal role in Access4's continued growth and expansion.

AN EVOLVING PARTNERING

The relationship with the two organisations dates back to 2018, when Access4's Chief Operating Officer, Brad Milne — then Managing Director of Sydney-based Channel UC, which was acquired by Access4 in 2024 — was looking for a hosted telephony platform. A chance conversation on a plane led to the adoption of Enreach for Service Providers' cloud-based unified communications solution, based on the strength of the technology, people-focused support, business stability, and a future-facing roadmap.

The reasons for choosing Enreach originally for Channel UC still hold today and align well with Access4's values and aims. Founded in Australia in 2016, Access4 brings voice, collaboration and other technologies to MSPs via an automated platform to sell, provision and invoice customers.

Known as SASBOSS, this platform stands out from other OSS/BSS platforms by providing users with a complete, seamless experience across multiple technology vendors and a highly comprehensive set of services. Explains Brad Milne, "This allows MSPs to perform many tasks in one place and quickly. Subsequently, MSPs can save massive amounts of time compared to manual processes, enabling them to scale operations and grow their businesses. Furthermore, Enreach's comprehensive provisioning API ensures seamless integration with SASBOSS."

SASBOSS has made a critical contribution to Access4's year-on-year 100% growth, with over 600 partners in Australia and New Zealand alone. This brings us to one of the latest stages of Access4's evolution: entry into the UK market, first via the acquisition of local specialist Luminate and then, in August 2025, the launch of SASBOSS into the country. "The switch-off of copper in the UK market as an event that will create opportunities for MSPs and Access4 to not only offer businesses an alternative but also show them new possibilities," says Brad.

EYE ON EUROPE

However, the UK is just the start of Access4's ambitions in the region, as Brad explains: "There are over 400 million English-speaking people within Europe, and the UC market is still growing, so it's a great opportunity for us to expand into the region. SASBOSS is a true disruptor: we looked at other OSS/BSS solutions, and there is so much that we can do that they cannot."



WHY ENREACH IS PART OF ACCESS4'S GO-TO-MARKET STRATEGY?

Critical to these ambitions is, of course, having technology vendors that Access4 can not only trust, but are sustainable partners in the long-term. Enreach for Service Providers continues to play an essential role, not just in the Australasian market but will also be an integral part of Access4's go-to-market strategy in the UK and Europe, where Enreach has a long and established track record in the region.

In addition, "We already trust the solution, and it exceeds what most UC platforms offer: it is very complete. We're also very excited about the product roadmap, particularly in areas like AI, transcripts, and sentiment. Having AI in place is fundamental to our strategy moving forward."

Brad also highlights a few recent innovations within the Enreach platform. "I think the new mobile app is probably the best in the market that we've seen."

The desktop client is also excellent, and the fact that Enreach has introduced WebRTC is very powerful for our MSPs because it provides user choice. People don't have to download an app; they can simply access UC features using a browser."

"A lot of their new functionality around call centres is very strong, particularly the supervisor, agent wall boards and reporting. Access4 already has a powerful contact centre practice, and the SMB market is very open to having better customer service functionality at a good price point, which, via the Enreach UP platform, we can offer to them."

ALIGNED STRATEGIES

In addition to its own built-in capabilities, the Enreach UP platform's design for open integrations with multiple third-party apps and services aligns well with Access4's focus on delivering comprehensive services, thereby meeting the growing market demand for single technology providers. Says Brad, "Whereas many MSPs would previously have gone to different providers for different services – for instance, telephony, CRMs – now they want one organisation to deal with, rather than having to raise support tickets with multiple companies."

However, beyond the technology, Brad also emphasises the importance of working with an approachable and collaborative vendor that is also stable and sustainable. "We can see that Enreach for Service Providers is not stagnant: it is a growing global player focused on innovation, is partner-focused and can deliver at scale."

"Our CTO recently spent some time with the Enreach team in Europe and reported that he came away feeling confident in the way that they develop, test and bring products to market. He met with all the departments and was given insight into their development cycles."

"Fundamentally, it is the people you work with that make the difference. We have got to know Enreach well over the years; we trust the people and like the way they do business. Should I or any of the Access4 team have any questions or issues, we know we can pick up the phone and speak directly to someone at Enreach. The relationship aspect of the partnership is just as important as the technology. We need vendors we can trust and who will evolve with us: Enreach for Service Providers continues to provide that role."