

Press Release: Acquisition Announced

The following is our joint press release:

Leading Bromley based Managed Services Provider, Pond Group Ltd officially announce the acquisition of established telecoms provider, Sapphire Communications Ltd. The new group will trade under the Pond Group banner, with the Sapphire Communications name being maintained for existing customers and future projects. Details of the group's activities to date can be found on the website: pondgroup.com

James "Greg" Gillies and Tim Marchant will continue as Executive Directors, with Peter Rolfe and Ruth Prevett stepping down from active duties, but remaining available to help ensure a smooth transition for their customers.

The company will combine the best of the IT Support, Telecoms and Technical Consultancy worlds. Both companies have been operating for over 20 years and the entire team have decades of experience supporting the technical needs of their customers. **Pond Group** has been very successful in providing outsourced IT functions including helpdesk support, technical knowledge and resources especially in the financial sector, since 1999. **Sapphire Communications** strengthens Pond Group's telecoms and connectivity customer base, whilst being able to offer a much broader selection of technical services. Pond are perfectly positioned to help transition many of **Sapphire Communications'** customers from traditional telephony services over to modern VoIP systems, in advance of the "Big Switch Off" of PSTN and ISDN services in December 2025.

Pond Group will continue to offer its extensive range of services including its well-established Helpdesk Support team, "FlexITeam" technicians, IT procurement & licence management and a full range of enterprise grade connectivity and Cyber Security solutions.

"We are thrilled to welcome Sapphire Communications' customers into the Pond family. This acquisition aligns perfectly with our long-term vision of providing holistic technology solutions to our clients. By increasing our telecoms customer base, we are well-positioned to deliver exceptional value and drive digital transformation for businesses across the board. I also wish to thank Peter Rolfe personally for this opportunity and look forward to taking care of the customers he spent decades nurturing."

Greg Gillies, Pond Group Ltd.



“Once again the field of telecommunications is on the brink of huge advancements with the arrival of cloud based systems and the move away from traditional telephony equipment.

So the time has now come to hand over to a younger generation who can take things forward into these new and innovative times.

We have dealt with Pond Group for a number of years now and feel that their expertise in the provision of VoIP based telephony and IT systems in general, will ensure that Sapphire customers receive the advice and support required.”

Peter Rolfe, Sapphire Communications

The company will remain a reseller for Microsoft, HP, Watchguard, Poly, Dell and other leading brands.

On the telecoms side, Pond Group will continue to focus on VoIP based systems including MS Teams Direct routing and Carrier Connect with fully compliant call recording and transcription options.

Further information:

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