Wired Broadcast announces channel partnership with Ampito Group; Leading UK managed services provider and SD-WAN expert offers Mediaport® and Celerway products

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London, England: Wired Broadcast, an international leader in high-performance agile connectivity solutions, is pleased to announce that Ampito Group has become a channel partner and will offer its customers Wired Broadcast's line of multi-WAN products.

A good fit for SD-WAN and rapid deployment

Wired Broadcast seeks partners that have a successful track record in providing complete solutions with the latest technologies. Ampito has rapidly become one of the UK's leading managed service providers (MSPs) with a solution set for rapid deployment and SD-WAN. "Ampito's SD-WAN and rapid deployment offering is precisely where our portfolio is positioned, and they have the same high level of commitment to customer success that we do," said Johnnie Dymock, CEO of Wired Broadcast.

Unlike many larger MSPs, Ampito Group adopt new technology early, giving customers competitive advantage. In the UK, they were in the vanguard that spearheaded adoption of SD-WAN from 2016. "We have a keen eye for technology with an edge, and Wired Broadcast have a highly-relevant offering that complements the portfolio of our MVNO division," said Manny Pinon, CEO of Ampito Group. The group's top verticals are finance and insurance, with customers throughout the UK, Europe, Africa, and the United States.

Wired Broadcast's offering also fills a critical gap left by other vendors. Ampito Group has worked with most of the big players in the SD-WAN space, and according to Pinon, "When it comes to broadcast-quality connectivity for rapid deployment, no other vendor ticks all the boxes that Wired Broadcast does with their offering and expertise."

Remote sports broadcast and remote work

Earlier this year, Ampito Group trialled a multi-WAN solution from Wired Broadcast in a high-profile test case: a live broadcast for the Professional Darts Corporation's Home Tour, in which players broadcast live from their homes during the COVID-19 lockdown. Wired Broadcast provided technical support for both the pre-event test and the live broadcast. "Wired delivered on a very high-profile use case that got spectacular press coverage in the UK," said Mike Bowman, General Manager of RedVeu, Ampito's unified communications division.

The Wired Broadcast offering is ideal for a wide variety of remote operations use cases that require rapid deployment. In fact, while they build solutions using Mediaport® and Celerway products, Ampito Group's leadership team are adopting multi-WAN solutions themselves to be fully productive working from home.

About Wired Broadcast Wired Broadcast is an international provider of agile connectivity for mission-critical applications and a trusted provider of end-to-end broadcast and live event facilities and services. Since 1992, we have served hundreds of influential clients in broadcasting (BBC), construction (RG Group), banking (Royal Bank of Scotland), live events (Live Nation Entertainment), defence, and more. We manufacture Mediaport® multi-WAN solutions and distribute related products. Our wide range of multi-WAN solutions provides reliable connectivity for mission-critical applications in fields as diverse as security, law enforcement, the military, construction, education, live streaming, and of course, TV and radio.

About Ampito Group: Ampito Group is a leading provider of technology solutions, cloud services, and digital media for the enterprise and public sector across the UK, European, African, and US markets. The Group's ethos is to seek out innovative solutions to help organisations run more effectively. Founded in 2006, Ampito Group has seen rapid growth and has developed into one of the UK's leading MSPs. For reference, the Group has designed, deployed, and supported the largest SD-WAN networks in Europe.

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