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News

Workair targets €15m in new business deals after signing with Vonage

Cloud-based communications firm expands its product offering in Irish market after link-up with Nasdaq-listed company



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Stephen Mackarel, who is managing director of Workair, said he expects the link-up to generate €15 million in new deals for Workair. Picture: Barry Cronin

Workair, the Irish cloud-based communications company, is targeting €15 million in new business after signing a strategic partnership with the Nasdaq-listed firm Vonage.

The company, founded by Stephen Mackarel, provides cloud-based phone systems for Irish businesses and organisations including the Office of Public Works, BidX1, Windsor Motor Group and LetsGetChecked.

The deal with Vonage, a US-based firm that specialises in contact centre software, has expanded Workair's product offering in the Irish market, which will now include new cloud software tools that aid remote working.

Vonage is a well-established player in the communications sector internationally, with more than 100,000 businesses on its books in 190 countries. Last year it recorded revenue of \$1.25 billion, up from \$1.19 billion in 2019.

Mackarel, who is managing director of Workair, said he expects the link-up to generate €15 million in new deals for Workair.

"Two Irish brand names, one of them a multinational but with a big presence in Ireland, have already signed up with Vonage. So it's not a pipe dream, it's actually in action at the moment," he said.

Following the Vonage deal, the company has targeted companies in the distribution sector, as well as customer-facing businesses.

"The ideal customers for us are those that have an on-premise solution at the moment, whether that be a contact centre or a phone system, which is coming to its end of life or has feature limitations," he said.

"For example, remote working has impacted a lot of customer care centres. A current problem we're helping companies with is tailoring a call centre solution that can be used remotely by staff and is secure."

Workair, which was founded in 2016, has been bootstrapped to date by Mackarel, who brought the Carphone Warehouse brand to Ireland in the late 1990s.

Following that he oversaw the launch of Best Buy Mobile in China. Mackarel has also been a non-executive director at Pinergy and the taxi app formerly known as Hailo.

Mackarel said Workair, which has offices in Meath, Dublin and Waterford, has 14 direct employees and 14 contractors on staff. "Our plan is to hire another 10 employees within the next six months," he said.

Workair has already expanded internationally through its Irish-based customers which have set up offices overseas, and has plans to increase its presence internationally.

"Some of our customers are Irish businesses that have foreign offices. BidX1 is a good example. We support them in South Africa, Spain, Portugal and the UK," said Mackarel.

"We're getting queries from international companies or Irish companies that have offices abroad. If we keep going at this rate, we will be looking for some support, whether that is investment or support from Enterprise Ireland to expand abroad even further."