

Massarosa, Italy, November 9, 2022

Imagicle announces the acquisition of Telisca, and welcomes the team to Imagicle!



"We're excited to announce the acquisition of Telisca, and we're eager to start working together. Integrating Telisca represents a great opportunity to consolidate our leadership in France and expand the market reach in Europe while growing our engineering and product team with true talents in the UCC space that we have

always appreciated in a fair competition. We believe that **joining our forces will benefit all our customers and partners**, helping them to communicate faster, smarter, and easier and with a clear path to the cloud." says Massimo Di Puccio, President and co-CEO of Imagicle.

Telisca is a historical UC app developer focused on empowering customers with specialized apps for **Cisco calling platforms** and **Microsoft Teams**, based in France and with operations in the UK, serving hundreds of enterprise customers across different theatres.



"We're really happy to join Imagicle", adds Jean-Marc Lacoste - founder and President of Telisca, "as we share the same passion for happy people, happy customers, and a common background and vision in developing amazing products. In these challenging years of digital transformation and cloud shift, we feel it's a tremendous

opportunity for all our customers and partners to take advantage of this integration. They will leverage a **new level of service for their calling and contact center needs** and a clear path to an easier transition to the Cloud."

A great opportunity for Telisca and Imagicle customers.

"The acquisition and the Telisca's team extensive knowledge of UCC applications and Cisco and Microsoft APIs will enhance Imagicle's offerings with specific solutions for Webex Calling and Microsoft Teams. Moreover, it will **accelerate the pace of building new integrations and expanding our platforms' capabilities** to better serve our customers, extending our product portfolio with key Telisca products", states Christian Bongiovanni, co-CEO and CTO of Imagicle.



Telisca customers can, of course, keep using their products and services. Meanwhile, they'll enjoy the immediate benefit of adding new solutions from the **Imagicle UCX Suite**, a comprehensive UC and Contact center suite with omnichannel conversational solutions based on AI, to improve their Customer (CX) and Employee (EX) Experience. Ideal for mid-market and enterprise customers, it's available from the Cloud and in mixed environments, granting the flexibility, security, and innovation needed in the new hybrid and more digital world, simplifying deployment, administration, and use.

In addition, thanks to the beloved ImagicleCare Services and Advanced Services, Telisca customers will also benefit from amazing support from the multinational Imagicle team.

Accelerating Imagicle growth.

The acquisition of Telisca is the first of its kind, as per the new strategy of external growth that will help Imagicle to boost its organic expansion, already expected to achieve 20%+ YoY in 2022 Bookings and Revenues.

Last year, Imagicle joined the Zucchetti group, the biggest software corporation in Italy, with over 1B€ in Revenues and 7000+ colleagues. This allowed to expand the market reach and support growth and transformation into a subscription business, becoming a Cloud first - but not only - company by 2025, growing via organic and external growth.



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Imagicle in short

Imagicle is a private multinational company, headquartered in Italy and founded in 2010 from the merge of two companies. Imagicle develops and provides a unique Suite of UC and Contact Center apps with AI and Conversational omnichannel solutions from the Cloud and in mixed environments, granting the flexibility, security, and innovation needed in the new hybrid, and more digital, world.

With an international team of 115 people distributed in Europe (Italy, France, UK, Spain) Middle East (UAE, KSA) and North America, working together with a network of 300+ partners, service providers and resellers – their unique sales channel – Imagicle helps enterprise customers and midsize businesses to make their communications faster, smarter and easier, empowering and extending the services of their calling and contact centers platforms.

Visit www.imagicle.com for more information.

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