

## **Former Nortel VP to head up Swyx sales team**

**Reading, 12th July 2005 - Swyx** a specialist vendor of IP Telephony systems has boosted its senior management team by appointing Andy Bills as Senior Vice President of Sales for UK & Northern Europe. He will be responsible for developing channel and end-user sales to meet the increasing demand from SMEs for affordable VoIP solutions.

Andy brings over 16 years of IT & telecomms sales experience, and joins from rival Nortel Networks where he was VP for UK and Ireland enterprise sales responsible for managing the channel, distribution and the Direct Touch sales teams. In his 11 years with Nortel, Andy held a number of senior sales management roles covering both the Enterprise and Service Provider sectors.

In his new role, Andy will be heading up Swyx's sales drive in the UK and Northern Europe, although the major focus will be the UK. Swyx CEO Guenter Junk, commented, "The UK market is one of the most important and strategic markets in Europe, which is why we are delighted that we have been able to appoint someone with Andy's impressive credentials. He will work with our existing sales team and distribution partners to capitalise on the huge opportunities that this market represents".

The appointment coincides with the launch of Swyx's new product that will broaden the benefits of IP telephony even further with its support for IP trunking, enabling free calls via the Internet.

Andy Bills commented, " In my view the pure IP telephony solution offered by Swyx is the most fully-featured and innovative product of its kind on the market. As a software product it has potential to be a catalyst for major change in the way telephony is incorporated with today's business applications and delivered to the market. This coupled with Swyx's aggressive growth and investment plans makes them a highly attractive and exciting company to join".

Prior to Nortel, Andy spent 5 years with Ericsson in the UK. Andy has a degree in Electronic Engineering from Southampton University and lives in the UK with his wife and 3 daughters.

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#### **Editor's notes:**

#### **About Swyx:**

Swyx was founded in April 1999 to develop and sell an IP-based telephony solution. Launched in summer 2000, "SwyxWare" the software-based IP-PBX now supports Microsoft® Windows® Server 2003 and is now SIP compatible. Since its launch SwyxWare has now deployed more than 45,000 IP ports in Europe to provide cost-effective competitive advantage through more powerful, easier to use and cost-effective telephony solutions. SwyxWare has been tested by several independent groups and journalists with excellent results including 'Best Buy - What to Buy for Business 2005'. Larger companies turning to the benefits of converging voice and data solutions have recognised that the future of telephony lies within the convergence of networks and applications, all of which are already available with SwyxWare. Today, more than 400 trained and authorised resellers in Europe sell SwyxWare. These resellers consult and sell SwyxWare to SMEs with up to 500 or more employees.

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