

Swyx widens channel appeal with signing of new distributor, MTV Telecom

Reading, UK, 20th July 2005 - Swyx, the leading European vendor of Software IP Telephony systems, has today appointed market-leading convergent distributor **MTVTelecom** to sell its "Swyxware" software IP PBX product range. Announced at a joint launch event held at Chelsea Football Club, London, the appointment of MTVTelecom will significantly strengthen the company's UK channel reach, and at the same time will also give new value-add opportunities to the distributor's resellers.

Commenting on the new partnership, MTVTelecom Chairman, Martin Hatcher reflected, "MTVTelecom has been, for a considerable time, looking to offer a potential market-leading, true IP software PBX product range. We are well known within the industry as early adopters of leading edge technologies, and part of our value-add proposition to our partners and customers is the expertise of MTVTelecom in scaling and promoting new opportunities and technologies within the reseller channel for both voice and data VARs."

Hatcher continued, "Following a lengthy assessment of current solutions available to the market, we genuinely believe that Swyx is 'best of breed' and has at least an 18-month first-mover advantage over the competition, who are trailing in being able to deliver this new innovative technology. The flexibility of the Swyx product allows resellers to effectively address the

SME and enterprise space and offers tremendous margin opportunity with its extensive PBX feature functionality, a variety of applications from third party vendors and its unique approach to value-add for the end-user and the channel”

According to Hatcher, sales will rapidly increase as resellers and end users adopt pure IP technology with the in-built resilience now available with Soft- IP distributed applications.

Senior Vice President of Marketing at Swyx, Dave Smith commented, “MTVTelecom is a major player in the UK voice market and this appointment will provide their customers with the opportunity to sell a proven and market-leading pure IP-PBX to its existing customer base. Swyx will work very closely with MTVTelecom to ensure a raft of value added product, service and support offerings that will not only protect the reseller’s investment but will capitalise on its unique margin proposition to the traditional voice channels” .

He added, “Swyx will also be supporting this important partnership with substantial investment in market awareness and branding campaigns across the UK and Europe over the next 18 months, through the newly established Worldwide Marketing organisation in Reading” .

To mark the new partnership MTVTelecom invited 40 of its largest resellers to an off-site event at Chelsea Football club that included keynote

presentations from senior Swyx and MTVTelecom representatives to launch the relationship between the two companies.

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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 been installed in more than 2,800 sites 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.

About MTVTelecom:

In an industry that never stands still, MTVTelecom is constantly moving to meet, and often anticipate, the needs of its resellers. It was not by accident that MTVTelecom entered the voice and data convergence market ahead of most UK distributors in 1996. Nor is it by chance that since then it has continued to develop a portfolio of products and services that offers both unique and real opportunities for its channel partners to share in the rewards of the integrated communications market.

The competitive advantage that MTVTelecom can offer resellers is not limited to products alone - albeit that we have a cutting edge portfolio of convergence platforms from Avaya, Siemens, Alcatel, Panasonic and Swyx.

MTVTelecom truly adds value to the channel by offering a complete sales and technical training resource for resellers. The company adds the value that enables its reseller partners to maximise their potential in the market. In this respect the opening of a new training facility nearby its Egham Headquarters further extended its commitment to the channel. The 'MTVTelecom Training Academy' has been designed to meet the growing accreditation needs of its partners and builds upon the work it has put in to training over the last five years. The new facility delivers high quality vendor approved accreditation for all of its mainstream product lines.

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