



**IP solutions leader Margolis selects Swyx for pure IP Telephony
to offer a truly business-class version of Skype**

Reading, UK, 24th November 2005 - Swyx, the leading European vendor of IP telephony systems to the SME market, has today signed an agreement with IP solutions provider, **Margolis Technology** (part of the Margolis Group) to sell its "SwyxWare" software based IP-PBX product range. According to Margolis, the Swyx pure IP telephony offers its customers an alternative to hybrid solutions and fits perfectly within its portfolio of existing converged voice, data and video solutions.

Sales Director at Margolis Technology, Steven Winstone-Adair commented on the decision to partner with Swyx, "We focus on providing total converged solutions for the SME market and for some time we have been looking for a pure IP solution. The solution from Swyx met all of our selection criteria and is the *only* product that we sell that supports SIP trunking so that we can offer a truly business-class version of Skype, but with far greater functionality."

SwyxWare version 5.0 has a number of key features that impressed Margolis. Steven Winstone-Adair explains, "The Swyx solution offers a number of advantages over other systems we considered. It is incredibly feature-rich

and this allows us to offer much more than a telephony system. It can integrate fully with customers' existing applications and offers tremendous scope for maximising margins through value add customisation and development."

Steven Winstone-Adair continues, "Swyx will also open up opportunities for us to sell videoconferencing to the SME sector. In the past, because this technology relied on expensive ISDN, markets were limited to larger corporates. But by replacing this with IP it suddenly makes it affordable to the average SME."

Steven Winstone-Adair concludes, "The demand for converged systems from the SME sector is very hot at the moment. We are targeting Swyx at young forward-thinking, entrepreneurial companies that are keen to adopt the technology that will boost their business and provide them with long-term competitive advantage." Margolis expects to achieve £350,000 Swyx sales over the next 12 months.

Margolis is one of the most established resellers in the country and has been in business since 1911. The company specialises in providing a complete service to their clients including procurement, installation and support of IP, data, voice and video converged systems. Their services also include providing office moves and ISP services.

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Editor's notes:

Product Information:

Swyx IP telephony is A Virtual Voice Application Server (VVAS) software based product that, offers dialling from the desktop, application sharing, digitised call recording, extensive call routing, fax functionality and sophisticated conferencing facilities. The SwyxWare softphone is windows based, user friendly, and can be operated by non-technical users. It provides excellent speech quality over ISDN lines, delivers the potential for FREE calls over broadband connections and integrates with Microsoft Outlook. SwyxWare is compatible with the emerging new international set of Internet standards such as SIP.

Swyx IP telephony is suitable for any company looking to upgrade its traditional phone system, contact centres with multiple sites or remote workers, and legal and financial industries that may need to record conversations for compliance purposes.

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 45000 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.

About Margolis

Margolis Technology is part of the Margolis Group of companies and specialises in Video conferencing, voice systems and data over IP networks. Margolis has over 20 years experience in the communications field and the Margolis Group has been in existence since 1911. The Margolis group has a £35m turnover and specialises in IP based integrated communications Voice, video and data over IP. Clients include many public sector companies including educational institutions, central and local government

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