



## **Swyx Announces New Vice President for Professional Services**

*Reading, UK / Dortmund, Germany, 26<sup>th</sup> January 2006 - Swyx, a leading European vendor of IP telephony solutions,* has boosted its senior management team with the appointment of Michael Krekeler as Vice President of Professional Services. He will be responsible for providing customers and partners with professional services, technical support and training for all products & services to meet the rapidly increasing demand for Swyx's voice solutions from customers and sales partners.

Michael brings over 18 years of telecommunications & IT professional services experience to Swyx, joining from rival Nortel where he was more recently responsible for delivering onsite network operations and technical support across EMEA. During his 6 years with Nortel, Michael held a number of senior management roles in the Customer Care and Global Services division covering both the Enterprise and Service Provider sectors. Prior to this, Michael spent 5 years with Deutsche Telekom (T-Systems) as Head of Technical Systems.

In his new role, Michael will be heading up Swyx's Professional Services division, looking to expand Swyx's range of services, support and training offerings to its customers and partners. Swyx CEO Günter Junk commented, "Following the dramatic growth of Swyx's business over the past year, and

with plans for the coming year to further consolidate our leading position in the SME market and to expand our customer base with the targeting of new geographies, larger enterprise customers and the Service Provider markets, our professional services & support offering will become even more important in the eyes of our customers and partners. We are investing heavily in expanding our range of Professional Services to meet the needs of our customers and new markets, and are therefore delighted to have appointed someone with Michael's credentials and experience who will be able to scale our Professional Services offerings to new levels."

Michael has a degree in Electrical Engineering from Aachen University and lives in Germany with his wife and 3 children. He will be based at Swyx's Headquarters in Dortmund, Germany.

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**Editor's Notes:**

**About Swyx:**

***The last telephone system you'll ever need.***

Swyx was established in 1999 and now has offices across Europe, with headquarters in Dortmund, Germany. Today the company is recognised as a market leader for IP telephony in major European countries and has enabled in excess of 4500 businesses across the continent to take advantage of the business benefits of IP telephony and associated applications. Swyx is renowned for its product innovation and superior business understanding, and its achievements have been recognised many times through technical and business awards, journalist and analyst comments and reviews, product tests and customer testimonials.

Swyx's management team and supervisory board are recognised industry leaders who have all held senior positions within the telecommunications industry. Everyone at Swyx is dedicated to providing world class IP telephony solutions and applications that continually push the boundaries of what is believed possible, while continually delighting its customers and business partners by providing the best possible products and services to make them more competitive in their markets.

In the current climate, every business has to scrutinise every investment more carefully than ever to ensure they are getting the very best value. This is true particularly when it

comes to telephony systems, where choice is plentiful, and technology moves so quickly that traditional telephony technologies are already becoming obsolete.

Swyx develops software-based telephony systems that work like any other software application, such as email, instant messaging and CRM, through your existing data network and server application. So you can take full advantage of all the benefits of business-class VoIP - without having to invest in expensive new telephony hardware.

In addition, the Swyx system has the potential to build into a powerful business tool. Because a Swyx system is Microsoft Windows based, it integrates seamlessly with your existing IT infrastructure, including all your individual business applications such as security systems, Office applications, Finance and CRM systems and customer support infrastructure, giving you one seamless communication system that will move and grow with your business no matter how many people, sites or locations you expand into.

Swyx is constantly developing its solutions to meet the changing needs of your business. So whatever your business, and whatever your stage of development, choosing an IP telephony solution from Swyx will give your business more possibilities, more agility, more choice and more communication, making it the last telephone system you'll ever need.

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