



**Swyx unveils strategy to broaden IP telephony product portfolio to new markets**

***- New offerings for consumer, small business, branch offices & service providers***

*London, UK 22<sup>nd</sup> March 2006* - Swyx, a market-leading vendor of IP telephony solutions, today announced details of the latest additions to its SwyxWare range of pure IP-based 'business class' IP telephony products. The breadth of new products will enable Swyx to target the whole gamut of IP telephony users from the consumer/SOHO through to large Enterprises and Service Providers. According to Swyx, it is the only vendor that is offering non-proprietary, 'pure' IP telephony solutions to all types of market across a single platform, including a new sub 10 user package for small business and a SIP/peer-to-peer software product targeted at consumers and very small businesses.

Commenting on the announcement of Swyx's new product range, CEO Günter Junk said: "The approach of Swyx in 2006 and beyond is to offer the market a single, unique and ubiquitous platform for IP Telephony that will address all segments of the telephony market - from consumer, SOHO and small to medium sized businesses up to large enterprises and service provider deployments. SwyxWare offers a single common platform and feature set into each of these market segments, whilst offering customers future-proof protection because of the nature of a software product.

He continued, "SME and enterprise customers can be sure of a business-class, secure IP telephony solution that will scale across all parts of their business from a single individual installation up to a multi-site, multi-thousand user implementation. At the same time, Service Providers and System Integrators can offer Swyx products into their channels and end user communities in the knowledge that their whole customer base can be addressed with a single and uniform product offering. Deployments can be supported through CPA (Customer Premise Application), CPE (Customer Premise Equipment), Managed or Hosted IP PBX models, or basic SIP VoIP services, giving service providers flexibility and ease of deployment while giving them consistency of product

offer and investment protection for their future infrastructure. As our new corporate branding suggests we believe that users can embrace Swyx as the last telephone system they will ever need”.

**Swyx’s new products include:**

**SwyxWare Compact** is a fully featured, “all-in-one” pure IP-PBX telephony solution targeted specifically at small businesses with up to 10 users. Designed to operate on Windows® XP Professional or Windows Server, the **SwyxWare Compact** incorporates all of the major features of SwyxWare that a small business could need. Features include voicemail/email integration, Microsoft™ Outlook™/Lotus™ Notes™ support with Click-to-Dial capability, CTI features, enhanced system call routing and call handling functionality (e.g. IVR, follow-me, helpdesk and programmable call-handling functions), individual call routing that can be linked to calendar/diary, fax capability for all users linked to the inbox, individual call recording capability, teleworking facility with remote access, and SIP & ISDN trunking capabilities for connection to traditional telephony or VoIP providers. Designed to operate with Swyx IP phones, SIP phones or SwyxIt! softphones, **Compact** will allow small businesses to easily implement and benefit from a business-class, pure IP telephony solution in terms of increasing productivity, user mobility and cost savings.

**SwyxConnect** is an innovative and comprehensive “full service” branch solution that enables a SwyxWare installation to be extended to smaller subsidiary or remote branch offices. This makes it possible to either replace the current branch telephony infrastructure with a SwyxWare IP PBX solution, or to carry on using an existing PBX telephone system or legacy handsets in conjunction with SwyxWare to gain the benefits of a Swyx IP telephony solution. Existing ISDN or analogue terminals can be utilised as SwyxWare or SIP telephones on a Swyx or VoIP SIP network, enabling users to benefit from VoIP and Swyx’s class-leading IP PBX featureset, while still protecting their investment in legacy infrastructure.

In addition, **SwyxConnect** boasts advanced networking and gateway functions to the branch data network, offering business-class routing, secure VPN, security/firewall/intrusion detection and “lifeline” capabilities to ensure a

comprehensive branch communications solution for the small office. **SwyxConnect** supports standalone voice routing capabilities for local PSTN breakout or call routing, and with an integrated SIP proxy and SIP client support, will allow small offices to utilise local routing capabilities to a PSTN or VoIP provider.

**SwyxIt! Now** is a standalone SIP-based VoIP telephony application that can be used by consumers and business users alike to improve their experience and familiarity with Internet Telephony. Based on the class-leading SwyxWare IP Telephony platform, **SwyxIt! Now** utilises SIP technology to offer users a highly-featured, standalone SIP client with business telephony features normally only found on telephone systems sold to high-end enterprises. **SwyxIt! Now** delivers a strong, software-based alternative to users considering lower-quality consumer-based VoIP services or new **peer-to-peer** hardware-based solutions from traditional telephony vendors.

**SwyxIt! Now** will also provide users with a number of features that they are already familiar with from their mobile or business telephone: local personal address books, caller ID support, re-dial support and caller-programmable ringtones, as well as traditional SwyxWare features such as Microsoft™ Outlook™ & Lotus™ Notes™ integration & Click-to-Dial, call recording, and call routing/forwarding features. As a standalone client, it will support SIP Proxy registration or operate in **peer-to-peer** mode, and boasts MS-TAPI, STUN and ENUM support, enabling it to be used in conjunction with SwyxConnect to deliver a strong, small office/branch SIP VoIP solution. For Systems Integrators and Service Providers, it also boasts an easy-to-implement 'skin design' system to offer company-branded or personalised skin designs.

**SwyxWare 6.0** is the successor of SwyxWare 5.01, and continues to focus both on the small-medium enterprise (SME) arena and larger Enterprise market segments for its market-leading SwyxWare range of products.

Release 6.0 brings two new versions of SwyxWare to the market: **SwyxWare Essential** and **SwyxWare Professional**.

**SwyxWare Essential** is an entry-level product targeted at SME and Enterprise businesses who require only a standard IP PBX featureset. It is a scalable solution that will support from 5 concurrent users to many thousands of users based on SwyxWare's unique Software licensing system. **Essential** offers SwyxWare's base IP PBX featureset, with the ability to add a number of configurable options to the platform, including Voicemail & Email integration, Fax integration, CTI support, enhanced Call Routing & IVR, Call Recording/Intrusion, Conference Server/Rooms and enhanced billing/call detail recording (CDR) options.

**SwyxWare Professional** is a full-service product that boasts all of the key feature option packages as standard for all users, and will attract customers who prefer to opt for a uniform and full functionality featureset for their businesses.

Additional key features for Version 6.0 include multi-site and multi-location gateway support, Standby Server and additional Business Resilience options, support for executive call intrusion, enhanced administration and provisioning support and enhancements for SIP functionality and support.

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

#### **About Swyx:**

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

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.

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.

**Press contact :** Jane Moores, TTA Communications Ltd, Tel : 01454 318722 Fax : 01454 318733  
email: [jmoores@ttauk.com](mailto:jmoores@ttauk.com)

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