

**Swyx embraces Enterprise market with launch of  
new IP telephony portfolio through a single common platform**

***- New offerings improve functionality, productivity and  
resilience of corporate VoIP***

*Reading, 5<sup>th</sup> July 2006* - Swyx, a market-leading vendor of IP telephony solutions, today announced market availability of the latest additions to its SwyxWare range of pure software-based 'business-class' IP telephony products. According to Swyx, it is the only vendor that is offering non-proprietary, 'pure' IP telephony solutions to SMEs, Enterprise/Corporate customers, consumers and Service Provider customers using a single common platform. The new products will provide increased levels of resilience, security and functionality, allowing larger organisations the ability to fully converge their voice application into their existing IT infrastructure.

Commenting on the availability of Swyx's new product range, CEO Günter Junk said: "The approach of Swyx in 2006 and beyond is to offer this market, a business-class, secure IP telephony solution, based on a single, unique and ubiquitous platform that will evolve and grow throughout the entire life of the organisation. The Swyx solution will scale across all parts of the business from home workers, to a single office complex up to a multi-site, multi-thousand user implementation. As our new corporate branding

suggests, we believe that organisations can, and will, embrace Swyx as the last telephone system they will ever need”.

Using SwyxWare, companies will be able to route their calls around their organisation using the same extension numbers regardless of an employee’s physical location. Junk explains, “The Swyx offering will make more people available more often. Large companies with offices located around the globe can easily lose track of key members of staff at vital times. With SwyxWare, this is made much easier as employees can be reached anywhere in the world, including remote wireless locations, directly from their normal office number”.

**Swyx’s new products include:**

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

Release 6.0 brings three SwyxWare products to the market: **SwyxWare Essential, Swyx Professional and Swyx Connect**

**SwyxWare Essential** is a platform-level product targeted at SME and Enterprise businesses. 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, making the addition of new clients to the system simply a matter of adding a licence key. **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. This means the amount of sophistication and functionality is entirely up the business, and can be changed at any time.

**SwyxProfessional** is a full-service product option for **Essential** that boasts 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, additional business resilience options through Swyx Standby Server, executive call intrusion, enhanced administration and provisioning support and enhancements for SIP functionality and support.

**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 for business 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.

SwyxWare Essential is available now, and is priced from €875 (£739).

SwyxConnect is available now and is priced at €599 (£429)

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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.

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