

**New value-add IP telephony product provides market
development and upsell opportunities**

*Swyx introduces new SIP client bundle for Internet Service providers and
System Integrators*

Reading, 5th July 2006 - Swyx a market-leading vendor of IP telephony solutions has today announced the release of a new major addition to its SwyxWare range of pure software-based “business class” IP telephony products with the launch of **SwyxIt! Now**. The product is now available to Swyx’s System Integrators and Service Provider partners so they can optimise the power of their networks with the addition of SIP-based peer-to-peer voice services.

Senior VP of Marketing at Swyx, Dave Smith, comments on the release, “**SwyxIt! Now** allows our partners to take advantage of the massive consumer/SOHO & small business market for VoIP by rapidly increasing their client base and offering new services to clients. A key advantage is that partners are able to customise the branding and connection capabilities of the product to help them both gain brand recognition and customer base for VOIP services whilst at the same time being able to customise the product to their service offering and users, enabling longer-term client retention, providing more value-add service offering and ultimately increasing their margins.”

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.

Smith continues, ‘Since **SwyxIt! Now** is developed on the same product base as other members of the SwyxWare product family, it becomes a simple task for the partner or Service Provider to upsell additional Swyx services such as managed PBX, hosted PBX or SIP services to their clients. SwyxWare offers our partners a common infrastructure across its clients, PBX and hosted products and allows them to offer one software platform across all market segments for ubiquitous and common services that customers expect from an IP telephony services provider”.

SwyxIt! Now will enable Service Providers to offer their users a number of features that they are already familiar with from their mobile or business telephone: such as 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.

Systems Integrators and Service Providers, will be able to brand the offering with their own logo and corporate identity with Swyx's easy-to-implement 'skin design' system.

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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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