

Smaller businesses can now profit from ‘pure software’ VoIP

Swyx launches new software-based IP telephony solution to sub 10-user market based on Windows XP and Microsoft SBS

Reading, UK, 5th July 2006 - Swyx, a market-leading vendor of IP telephony solutions, has today announced the market release of SwyxWare Compact adding to its range of pure software-based “business class” IP telephony products. The solution, which is a pure software IP-PBX and will operate on Windows XP Professional, Small Business Server or Windows Server, has been designed to help businesses with less than 10-users to capitalise on the benefits of IP Telephony.

SwyxWare Compact will provide the small business user with a high degree of functionality that was previously only available to larger corporate businesses on Enterprise-level solutions. Dave Smith, Senior Vice-President of Marketing, comments “SwyxWare Compact is a fully featured pure IP-PBX telephony solution that is not dependent upon proprietary hardware, and is the only product in the sub-10 user market that has been designed as a pure software-based IP telephony system rather than adapted from legacy hardware solutions. The product will allow businesses to enhance their productivity and business efficiency by integrating their telephone system into their existing applications, such as Microsoft® Outlook®, Lotus® Notes® or any CRM or workflow package. It offers unrivalled capabilities

and features and is aggressively positioned to help smaller businesses to make an easy choice to adopt IP Telephony ”.

Being software based, SwyxWare Compact offers numerous value-add features such as call recording, voicemail/unified messaging capabilities, customisable call handling and routing, fully integrated VoIP connectivity and will even run on the company's existing network & CAT5 cable infrastructure, dramatically reducing operating and installation costs.

Additional benefits to the small business operator include:

- **Simple installation and administration:** being pure software means there is no PBX hardware to install so expensive voice engineers are not required. Also all administration of the phone system can be carried out internally.
- **Integration with contact management software:** integrates with all existing applications such as contact management systems, CRM, billing, and e-mail so that on incoming calls the appropriate contact window of the caller pops up and the contact information can be viewed instantly.
- **Maximises the availability of key personnel within the company:** Remote access via phone or PDA gives instant access to the same phone environment as in the office so the user can make and receive calls, regardless of location, as if they were in the office
- **Pool Receptionist resources:** all calls can be managed centrally at a particular site and then re-routed transparently to the correct person or to another location such as a home office.
- **Managing daily telephony expenses** - full reporting of telephone activity enables more accurate re-charging of clients expenses quickly and easily without the need to trawl through phone bills, generating invoices automatically with relevant cost codes

- **Fax directly to desktop:** this speeds up office efficiency by centralising all communication (fax, voicemail, phone and email) and increases professionalism as important faxes are no longer ignored or forgotten at the fax machine.

Prices for SwyxWare Compact start at £ 1249 (UK) or € 1649 (Europe).

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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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