

## **COMPUTERLINKS connects with IP telephony specialist, Swyx Solutions**

Specialist distributor and leading IP telephony vendor offer new avenues for data resellers looking to move into the high growth 'convergence' market

*Reading, 18.09.2006* - COMPUTERLINKS (formerly know as Unipalm), a leading distributor of IT security and Internet technology solutions in the UK and Ireland, has announced a new distribution deal with Swyx, a market leading vendor of IP telephony solutions. The two companies will work together to open up new opportunities for data resellers looking to enter the IP telephony market with application-driven solutions.

“As companies look to standardise on integrated networks for data and voice, and telephony becomes the remit of the IT manager, the opportunities for skilled data resellers to tap into the IP telephony market are enormous. Those resellers that are early to market can benefit from potentially huge margins and business growth opportunities on both product and services,” said David Caughtry, director of e-business at COMPUTERLINKS. “Pure IP telephony works in the same way as any other IP-based data application so if a reseller has strong data skills they will find a Swyx IP telephony system much easier to support”.

“The appeal of IP telephony continues to grow. Low entry costs are encouraging new customers, resulting in strong market uptake, however the initial attraction of reduced telephony costs is being replaced by a realisation of just how much IP telephony can impact business processes,” commented David Pitts, Distribution Sales Manager at Swyx Solutions.

“Organisations are beginning to understand the value of integrating voice into existing applications, such as Outlook, CRM, sales and customer support systems. The development of new voice and data applications adds a new dimension to innovation in business processes, such as seamless remote working, the development of mini-call centres and helpdesks, disaster recovery, unified communications for contact management and work-flow management and the creation of virtual sales teams around remote and mobile workers. This is where

skilled resellers can differentiate their current business solutions and provide significant value-added customised services,” continued Pitts.

COMPUTERLINKS will support the Swyx range of pure software-based “business class” IP telephony products, which includes **SwyxWare Essential** the platform that provides a basic feature set for IP telephony and the more advanced suite, **SwyxWare Professional**, that includes a pre-integrated application offering additional functionality such as 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.

Other parts of the Swyx portfolio that will be supported include: **Swyx Compact**, a complete IP PBX for small businesses; Swyx’s range of telephone equipment; SwyxWare voice channels and ISDN cards and **SwyxConnect**, designed for businesses that need to extend the SwyxWare functionality to a branch office. The solutions are easy to install and can accommodate future changes and developments in VOIP. The specialist distributor will provide training, sales and marketing service to channel partners looking to develop their convergence services portfolio.

As a solution sell, IP telephony will enable resellers to develop repeatable business based on delivering enhancements, upgrades, new applications and business processes. There is no limit to the scalability and flexibility of a pure IP telephony solution and it can be adopted by any sized organisation – from SMEs to large enterprises.

Industry analysts such as Frost & Sullivan and Gartner predict that 90% of SMEs will have migrated to IP telephony within the next five years. In addition, BT is investing £5 billion in international and national IP networks that will serve the next generation of IP telephony users.

Recent research by Synergy Research Group, which looked at the worldwide market for enterprise IP telephony equipment, reported sales in EMEA grew 25 percent in Q2 2006. Worldwide revenue for enterprise IP telephony, which includes LAN telephony, pure IP telephony, the converged market and IP phones, approached \$1.2 billion.