



Press release

Key Analyst names Swyx as market leader in SME IP Telephony across Europe

Reading, 31.10.2006 - IP communications specialist Swyx has been named as market leader in IP extensions delivered on SME IP PBXs across Western Europe according to MZA, a leading analyst company of the communications market. The German company has now overtaken the like of Cisco, Avaya and Siemens in terms of actual desktop IP lines shipped in the category for SME companies with less than 100 employees, and is expected to continue its strong year on year growth (in 2005 Swyx increased port counts and revenues by more than double that of 2004).

The market adoption for pure software-based IP-PBX systems over the next 2-3 years is set to increase dramatically, altering the trend for SMEs and larger enterprises who previously have invested in IP-enabled PBXs and traditional TDM systems. According to MZA, (Source: *Corded PBX / IP PBX - Shipment Review - 1H 2006 - Europe, October 2006*), Swyx has, for the first half of 2006, attained the leadership position in the Western European market for IP desktop extensions for SMEs, capturing 18% of the market for IP desktop lines in the sub-100 user segment. In addition, it has also taken the market leadership position in this segment in its home market, Germany, for the first time in this segment ahead of key rivals Siemens and Cisco.

Guenter Junk, CEO for Swyx, explains Swyx's market success in EMEA: "Although Swyxware is scalable beyond thousands of users, and has many installations in large enterprises, the ease of installation and management of Swyx solutions, along with their fully featured and integrated approach, has resulted in very quick adoption in SME segment. This value proposition to small businesses in particular has been further increased with the launch of our new solutions, including IP telephony products specifically designed and targetted at companies with up to 10 users. This has given Swyx a distinct competitive business advantage over rival offerings in the market."

Junk continues: "Our channel partners are also seeing the benefit of this growth. It's no co-incidence that many of our partners, from a variety of backgrounds including voice, IT and data, are telling the market that Swyx has been their fastest-growing product range to date".

The company's key markets in 2005 were Germany, UK, Netherlands, Austria, Italy and Switzerland, and Swyx is currently rapidly extending its market reach into Scandinavia, eastern & southern Europe and the Middle East.

For more information on Swyx visit www.swyx.com

For more information on the Swyx Telephony Revolution campaign visit www.telephonyrevolution.com