



Press release

Swyx supports partner sales with new 'Channel Marketing Guide'

Reading, 13.12.2006 - Swyx a market-leading vendor of IP telephony solutions has today launched its new 'Marketing ToolKit' to assist resellers to take full advantage of the Swyx branding as part of a range of lead generation programmes.

The guide is designed to act as a valuable reference guide for the sales and support teams of its VAR partners, who may not have the skills, or time to research the various marketing options available to them. As well giving information on how to leverage the power of the Swyx brand effectively, the guide also provides a valuable insight into the principles of marketing and how a reseller can devise their own strategies, even if they do not have a dedicated in-house marketing resource.

The author of guide, Director of Corporate Marketing at Swyx, Stuart Noad, explains why they have published the Guide, "The richness of pure IP telephony solutions provides unlimited sales possibilities for the channel, however for busy resellers, finding the time to maximise these opportunities by correctly positioning the product and raising the profile of their business in conjunction with the Swyx brand can be very difficult. This guide provides ready-made vehicles and templates that partners can easily tailor for their own marketing efforts".

Partners of Swyx have welcomed the initiative, Marketing Director at IT and Telephony Outsourcer, LuxTech Matt Casey, comments, "Swyx are always very proactive in anticipating the needs of its partners, and understand that companies such as ourselves do not want to spend unnecessary time on marketing when we can use the expertise of Swyx's own team. This initiative is welcomed because it makes our job easier, freeing up more time to focus on sales and support."

Ryan Osborne, Managing Director of Sproutt, a Swyx reseller based in Wales agrees, "We are a small company and our in-house marketing resources are limited, any help that we can get from our suppliers is greatly appreciated. The guide gives us all the information we need at our fingertips, to promote the key attributes of the Swyx brand, making lead generation very straightforward."

Sections included in the marketing toolkit include:

- A general overview of the marketing mix
- Raising awareness
- Working with the brand
- Generating Leads
- Press Relations
- Direct Mail
- Seminars & Events.

The Marketing toolkit booklet is free of charge and can be downloaded as a PDF from the Swyx's Partner Net.

More information

- [Swyx company profile](#)
- [Press pictures](#)
- [Product information](#)