



Press release

IP PBX Software vendor launches 'Hosted' voice solutions to Service Providers

Swyx offers SPs choice of integrated IP voice applications to enhance their service propositions

Cebit, Germany, 20.03.2007 - Swyx a market-leading vendor of IP telephony is to offer its 'pure' IP PBX 'Swyxware' software as an integrated 'hosted' IP voice application. The new solution will be available with a choice of delivery mechanisms in order to meet the different demands of the service provider channel. Hosted Swyxware Product is aimed at SPs already with data centres, while Hosted Swyxware Service would take advantage of an outsourced hosted facility provided by Swyx.

CEO at Swyx, Guenter Junk, comments on the launch, "We believe that Swyx will dramatically change the way in which service providers view 'hosting' in the future. Historically this was based on the "build it and they will come" model that involved a high up-front investment in infrastructure and then a long wait before revenue could be generated and ROI realised. Our approach is different; the solutions will run on the provider's existing hardware platform, and will therefore provide immediate value-added revenue opportunities with minimal initial capital investment".

He continues, "Over the last seven years we have made a significant investment into the development of our IP voice platform, building a robust and feature-rich voice application that successfully meets the needs and expectations of the enterprise market. In parallel, this architecture has been further developed and adapted to work in the 'hosted' environment. Service Providers can now capitalise on this combined experience, and leverage their existing infrastructure to provide next generation IP voice services. In turn they will also increase their customer retention with additional value, and improve their average revenue per user."

The 'hosted' offerings are as follows:

Hosted Swyxware Product: This will suit Service Providers that boast their own data centre, enabling them to add an integrated IP voice application to their existing data service offering.

Hosted Swyxware Service: Supporting exactly the same functionality as the Hosted Swyxware Product, this service is offered as a turn-key solution to organisations that either do not have access to their own data centre, or due to existing capacity, or speed to market reasons would prefer to use an outsourced data facility provided by Swyx.

The key features of both solutions include:

- Software-based, distributed IP-PBX and integrated communications
- Runs on a PC server platform as a Microsoft Windows Hosted Application Solution in a data centre environment, Software-license based system
- Enables a 'pay as you sell' business model
- Simple delivery and upgrade mechanisms
- Extensive choice of telephone/audio devices including IP desk-phones, DECT phones, SIP phones, USB headsets and handsets
- Innovative, easy to use and easy to implement PC-based soft-phones
- Self provisioning for all users (within their own Virtual PBX)
- A Virtual PBX may have 2000 users or more
- Provides extensive up-sell and cross-sell opportunities

Service Providers can further customise solutions by providing additional services from an extensive list of options that include; voice mail, advance call routing, personalised phone clients and conferencing.

Both hosted offerings will be based on a per-user, per-month license model, with no minimum entry level.

More information

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