



## Press release

### Swyx gives new resellers a 'Jump-Start'

New incentive programme to help voice community make the transition from TDM to IP-based solutions.

London, 05.10.2007 - Swyx a market-leading vendor of IP telephony solutions has today launched a new initiative that is aimed at helping traditional TDM resellers break into the IP telephony world. The programme named, 'Jump Start' will provide new Swyx partners with a number of incentives, both technical and commercial, that will enable them to overcome any barriers or fears that they might have in entering this new market.

Senior Vice President of Sales and Marketing at Swyx, Ralf Ebbinghaus comments on the new programme, "Today, the demand for IP telephony is driven by end customers who have recognised that voice is now part of an integrated software-based and future-proofed communications application, rather than just a simple TDM based telephone system. Many traditional telephony resellers acknowledge this shift and are keen to take advantage of how this technology can help them add value and differentiate themselves from the competition. We accept however, that for many, this change requires a considerable 'leap of faith' as new skills, both technical and commercial are needed to ensure the transition is successful."

"The 'Jump-Start' programme is designed to make the move to IP telephony, a profitable, safe and risk-free experience by offering resellers a combination of financial and technical incentives including, on-site and off-site technical support, free installations, access to an on-line 'Knowledge Base' plus the full support and back-up of Swyx and its highly regarded partner programme. This package should convince them that delivering new business focused on IP-based solutions is very simple to achieve and one from which they can start realising real commercial benefits from day one".

The 'Jump-Start' programme offer resellers the following benefits:

- An attractive 'Jump-Start' pricing incentive for initial projects
- Individual sales support at their customer's site
- Free on-site installation support for their first projects
- An attractive starter bundle (NFR) for demonstration
- Laptop software license giving full customer demo functionality
- Access to Swyx's sales and pre-sales programme including their on-line Knowledge Base and sales simulation tool
- Special pricing for training.

To sign up, resellers should visit [www.swyx.com/jumpstart](http://www.swyx.com/jumpstart)

### More information

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