



## Press release

### Swyx offers its resellers lead generation with technology search engine, Conjungo

London, 17.10.2007 - Swyx a market-leading vendor of IP telephony solutions is to offer all registered partners an additional source of generating new sales leads via the UK's only dedicated technology search engine, Conjungo. As a sponsor of Conjungo's 'VoIP' category, all of Swyx's registered resellers will automatically receive 'Premier Listings' enabling end-users to easily find suppliers of IP telephony solutions, using a range of search criteria such as 'industry expertise', 'solution type', 'location' and 'size of business'.

"What makes 'Conjungo' so unique is the advanced search filters," comments Dave Pitts, Director Channels for UKI & Scandinavia at Swyx, "none of which are available on more generic search engines such as Google that generate tens of millions of options for 'VoIP Solutions'. By offering ALL our accredited channel partners with a free premier level listing, the objective is to drive more traffic and potential high quality prospects directly to them."

'Conjungo' (Latin meaning 'to unite') aims to unite purchasers, vendors and resellers, making it easier for a buyer to find suitable local suppliers and thus produce the ability to generate intelligence-rich, contactable and highly measurable sales leads for Channel Partners. Conjungo, a service from Global Technology Media Limited, was launched in October 2007 and already contains information about tens of thousands of UK-based technology suppliers.

David Cruse, the CEO and Founder of Conjungo, noticed a gap in the market, "Conjungo's goal is to be the de facto 'Google' for the technology sector and demand is already high! Buyers simply want to find local suppliers more easily. This easy-to-use, technology focused, portal and directory delivers exact search results within seconds in a way that the widely used and existing search engines can't."

Conjungo has maintained the simplicity of existing search engines but focuses on producing accurate, user-specific, results. It has obtained the endorsement of organisations such as The Chartered Institute of Purchasing and Supply (CIPS), The European Institute of Purchasing Management (EIPM), CMA (Communication Managers Association), ACCA (Association of Chartered Certified Accountants) and the Federation of Small Business.

For more information visit - [www.swyx.com](http://www.swyx.com).

### More information

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