



Press release

Puma selects IP telephony to improve Inter-office contact and eliminate missed calls

Sports and lifestyle manufacturer implements Swyx software-based VoIP at all its UK sites

London, 30.10.2007 - Swyx, a market-leading vendor of IP telephony solutions, has been chosen by Puma one of the world's leading sports and lifestyle brands, to replace its ageing BT Meridian telephone system. The new SwyxWare 'pure' IP telephony system is supported by Swyx partner NGC Networks and will integrate directly into Puma's existing IT environment connecting its three UK operations together onto a single network. Puma employs 180 staff in the UK and is headquartered in Leatherhead with a distribution centre in Batley, Yorkshire and a showroom in Manchester.

IT Manager at Puma, Dave Butler comments on the selection decision, "Our incumbent telephone system was very antiquated, difficult and expensive to maintain and stood completely outside of our existing IT environment. Furthermore, call routing was virtually impossible, therefore critical calls were missed if lines were busy and we had to rely completely on third-party organisations to support this critical part of our business. We decided that a 'pure' IP telephony solution was the only way forward as we could then treat voice as just another 'standard' business application that could be integrated into our existing network environment and for basic moves and changes could be supported in-house. We looked at a number of solutions, but the system from Swyx was the only offering that was totally IP-based and met all of our selection criteria."

The SwyxWare solution was installed at all of Puma's offices and interconnected via the company's Intranet, this enabled Puma to consolidate its two previous receptions to a single facility at Batley.

Butler adds, "The SwyxWare solution provides a technology platform which we can use to build future applications to meet the dynamic needs of our business. We have already integrated Lotus Notes, and we have plans to integrate our order processing system at a later date."

The benefits that Puma have received from the Swyx system are as follows:

- Short to medium ROI expected
- An integrated application that can be supported in-house by the existing IT team
- Centralised reception facility
- Sophisticated call routing that means that no calls are lost
- Ability for staff such as sales personnel to 'hot-desk' regardless of the office they are working from or work remotely
- Free calls between all offices
- Moves and changes can now be completed within minutes rather than days without incurring any costs
- Voicemail can be accessed from anywhere via email

For more information visit - www.swyx.com.

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