

## Swyx Press Releases

### **The Association of Science Education deploys unified communications to cut costs and boost membership**

London, 04.11.2008 - Swyx a market-leading vendor of Unified Communications for SMEs has been selected by the Association of Science Education (ASE), based at Hatfield University, to supply its SwyxWare IP telephony system as part of unified voice and data network. Replacing an old circuit switched PBX, the Swyx offering will be used to assist the ASE reduce its overall operational costs and improve availability of staff to help with membership enquiries and orders for the Association's wide range of specialist publications.

Deputy Chief Executive at the ASE, John Lawrence said, "The telephone system is fundamental to our operation as it is the principle method for liaising with new and existing members. However, our old phone system incurred high costs for both the usage and maintenance, and was completely detached from any of our business processes. For example, we had no option to integrate it with our membership management system to improve our workflow, or accommodate our field officers and other users operating from remote offices."

He continues, "What the Swyx solution delivers is a cost effective, converged telephony platform that will significantly improve the accessibility of our organisation to both our staff and our members. Swyx is based on standard server technology rather than proprietary hardware, therefore making it easier to support and maintain. This will provide the ASE with a platform that promises lower operating costs and improved efficiency through consolidation of services and integration with business processes."

The solution was provided by authorised Swyx reseller Shiva Technology, who is responsible for supplying the Association with all its data networking requirements.

According to the ASE, the key benefits it is now enjoying since the implementation include:

- Reduced its telephony costs to a fraction of its previous level
- Faster response to membership or publishing order enquiries; the 'presence' feature enables the receptionist to see who is available at a glance, and put calls through accordingly
- Has the ability to integrate into its membership management system for faster contact management for profiling and recruitment
- Ability to integrate with other applications such as order processing/accounting system
- Ability to integrate remote and home workers onto the same telephony network without incurring any call charges
- Improved order processing for books and other publications
- Call Detail records enables the organisation to track its costs more accurately according to user or department
- Offers a single point of contact for all support and maintenance issues

Lawrence concludes, "We have been very impressed by the new technology, it offers a comprehensive set of commercial and technical benefits that is having a direct impact on our business operation. Our call charges alone are a tenth of what they were previously. Furthermore the support we have received from Shiva has been excellent throughout the time we have been working with them. They are very proactive and continually make a significant effort to accommodate all our requirements."

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