

Swyx Press Releases

Swyx partners defy downturn by focusing on cost-cutting elements of unified comms technology

Gold & Silver partners comment on how software-based communications solutions such as Swyx remain attractive

London, 09.07.2009 - Swyx a market-leading vendor of Unified Communications for SMEs, which is celebrating its 10th anniversary this year, is delighted that, in spite of the recession, the attributes of its software based UC solution are helping its channel partners to generate new sales opportunities.

Managing Director at Swyx Silver partner and Sheffield-based reseller, Digital Exchange (Yorkshire) Ltd, Nick Cotton commented, "For the last 14 years we have been selling traditional PBX systems but since taking on Swyx 12 months ago we have been able to dramatically increase both our revenues and the size of business opportunities. In the past, we simply would not have been able to pitch for business at the large SME or Enterprise market level. Now, with the functionality, flexibility, scalability and integration capabilities of Swyx we are now tendering for 7,000 user opportunities.

In the last few months we have seen a 60% increase in revenue from Swyx support and development work alone, which gives you an indication of how much value we can add for the end customer. The quick ROI that Swyx delivers is also impressive in the current climate. In some cases where companies are replacing Centrex systems they are seeing tremendous savings and returns within several months."

Digital Exchange is one of the fastest growing Swyx resellers in Europe and is expected to reach Gold partner status by the end of 2009.

Sales Director at Swyx Gold Partner Atia Communications, Simon Mitchell commented, "Despite the downturn our revenues are up significantly against this time last year. We are still seeing software based unified communications systems like Swyx being favoured over hardware based products because they offer more value and customers see software purchases as a better investment of funds. For example with many of our existing Swyx sites we have been integrating new functionality such as call centre applications, enhanced call recording solutions, bespoke CRM integration and offering extended WAN connectivity allowing organisations to work smarter and reduce their operating costs.

He continued, "Although some sectors have been more reluctant to invest in communications systems we have been very successful in targeting specific industries such as healthcare, local government and the motor trade. During a difficult trading period, Swyx has helped us to meet our targets and we are still on track to have double our headcount by 2010, to meet growing demand"

Atia has recently undergone a re-branding exercise with a newly designed website www.atiacomms.com.

Managing Director at Swyx Gold Partner, GP Network Solutions Tim Price commented, "During a recession it goes without saying that money is tight and many potential customers are reluctant to spend money on renewing capital equipment such as their telephone system. However with Swyx it's been easier to break down these barriers by asking a completely different set of questions based around their current spend. By analysing their current costs such as call charges, conferencing and so on it's straightforward to present the benefits of upgrading to software-based UC solution such as Swyx."

He continued "By offering customers a consolidated package of business solutions, that include conferencing, mobile calling, remote access and call recording we can demonstrate immediate cost-savings and promote better working practices that not only provide a fast return on investment but also provide real long-term cost-savings to a business."