

# Fax growth springs from Equisys and POST CTI partnership

Submitted by: Gray Associates

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Equisys, developers of the UK's market leading fax software, Zetafax, and POST CTI, a Value Added Distributor (VAD) of standards-based communications products, today announced a partnership to bring Equisys' award winning fax software to the Independent Software Vendor (ISV) channel.

The partnership extends POST CTI's product portfolio to include the Zetafax CommsEngine, which gives ISVs the ability to add powerful fax technology to virtually any software application quickly, seamlessly and cost effectively, for fast time to market.

Chris Oswald, Equisys CEO said "The way that fax software is being deployed has changed. ISVs want to integrate fax technology into their existing applications to provide their customers with a complete communications solution. Using the Zetafax CommsEngine offers ISVs increased margin and competitive advantage – as well as the ability get their newly fax-enabled software product to market quickly."

Nik Robinson, Operations Director, POST CTI said "As a Value Added Distributor, we provide our customers with advanced levels of technical support and developer level assistance. This, combined with the powerful Zetafax CommsEngine technology provided by Equisys makes our offering unique. The CommsEngine is only available through POST CTI and our accredited resellers, so customers know they are getting reliable, tried and trusted software combined with quality service and support. To mark our partnership with Equisys, we are now offering our customers the chance to purchase the Zetafax CommsEngine along with Intel hardware for a reduced price."

The speed and ease with which the Zetafax CommsEngine can be integrated appeals to a wide range of software vendors, and in particular to providers of unified messaging systems, CRM and accounting systems and call centre solutions. All can boost end user productivity levels and cost savings by integrating fax into their applications.

A viable, cost effective alternative to "snail mail", faxes still hold a degree of gravitas, particularly for the sending of legally-binding or other vital documents such as invoices and purchase orders. In addition, for marketing departments, fax is a low-cost alternative to Direct Mail. The issue most companies face is the time factor involved in faxing. Zetafax cuts the time it takes to send a fax via a conventional fax machine by up to 80%.

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Notes to Editors

About Equisys

Founded in 1987, Equisys is a leading provider of business communications solutions. The company has offices in the UK and the United States and has an established network of distributors and resellers in over 30 countries.

The company's original flagship product, Zetafax, is the world's leading SME and departmental fax server software, enabling users to send and receive faxes directly from their PCs. Already installed in over 60,000 organisations worldwide, Zetafax has recently been awarded most 'innovative fax server' award from the Davidson Consultancy.

#### About POST CTI

POST CTI is a Value Added Distributor (VAD) of standard-based communications building blocks from leading manufacturers such as Intel, Envoy, HP, Scansoft and Nuance. POST CTI is the only VAD of Intel Telecom Products in the UK and the largest VAD for Intel telecom products in EMEA.

POST CTI provides Value Added Resellers, Systems Integrators and Developers with a single convenient source for communications technologies. In addition to providing a broad and competitively-priced product selection, the company offers custom system integration services and advice, finance options, sales training and marketing/technical educational seminars.

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