Unified communications technology remains attractive during a downturn

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- Swyx sales partners report on 'cost-saving' appeal of software-based UC solutions

London, UK, 8th July 2009 – Swyx (http://www.swyx.com) 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 (http://www.thedigitalgroup.co.uk), 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 (http://www.atiacomms.com), 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 (http://www.gpnetworksolutions.co.uk) 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."

For more information visit - www.swyx.com.

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Editor's notes:

About Swyx:

The Communication Engine

Always ready to challenge the market, Swyx develops software based unified communication solutions that continually push the boundaries whilst maintaining its core belief that technology must always deliver tangible business value and productivity for clients.

Renowned for product innovation, Swyx aims to continually delight its customers and business partners by providing the best possible products and services to help make them more competitive in their markets.

Established in 1999 and headquartered in Dortmund, Germany, Swyx now has offices across Europe. Today the company is recognised as the market leader for unified communication in Europe and has enabled thousands of businesses to take advantage of the benefits of unified communication and associated applications.

An easy-to-install, easy-to-maintain software-based system, SwyxWare is The Communication Engine designed to drive a company forward. Based around familiar Microsoft® Windows® applications, the Swyx solution is designed to integrate perfectly with existing business software, including all financial and business process management tools. It offers all the agility of a business-class communication solution with the flexibility to match – and to grow with a company's specific needs. Powerful business communication, that is simple, quick and easy to set up and manage, giving businesses full control, and making them more responsive to the needs of its customers, wherever they are.

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