

Swyx makes key new appointment as UK sales increase

Submitted by: TTA Communications (Bath)

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UC software vendor invests in new UK office and more staff to underwrite future growth

London, UK, 20th September 2011 – Swyx (<http://www.swyx.com>) is to strengthen its commitment in the UK with a new office in Stockley Park and the hiring of additional staff in pre-sales, post-sales and business development roles, including the key appointment of Mark Russell as Director of Operations for UK and Ireland. Swyx's Executive Vice President of Sales & Marketing, Ralf Ebbinghaus says "We see this as a direct investment in our UK partners so we can offer them improved support and service that will help them to generate even more sales".

Mark Russell, formerly with Swyx distribution partner, IPIT, will be responsible for managing the Swyx's extended UK operation from 1st October. Mark, who is already well known in the channel, has been involved with selling and supporting Swyx for many years and is a trusted and well-respected unified communications expert.

After almost doubling its UK business in 2010 compared with 2009, Swyx expects growth this year to be approximately 20%, which says Russell "is very encouraging in light of current trading conditions. As businesses continue to look for new ways to work smarter, be more competitive and reduce costs, we see Swyx as the perfect solution for new and existing partners to sell to companies of all sizes."

"By building up a larger local UK presence and a dedicated team of UC experts, we plan to consolidate and increase further growth, by supporting and enabling our partners to capitalise on the growing demand for unified communications across all market sectors."

Swyx will be exhibiting at this year's Convergence Summit South (http://http://www.convergencesummit.co.uk/index_south.cfm) (4th - 5th October at Sandown Park, Surrey) and invites new and existing channel partners to visit them on the stand to meet new personnel and to see the latest SwyxWare 2011 software-based unified communications solution in action.

For more information visit - www.swyx.com.

Editor's notes:

About Swyx

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.

Headquartered in Dortmund, Germany, Swyx 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 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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