

Swyx rewards partners at annual conference

Submitted by: TTA Communications (Bath)

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- UC vendor also reveals promotions & new products for 2013

London, UK, 19th February 2013 – Swyx (<http://www.example.com>), a market-leading vendor of Unified Communications (UC) for SMEs has announced the results of its Channel Awards as part of its Annual Partner Conference. Held in Central London, at the prestigious HQ of BNP Paribas, who supplies Swyx's Financial Services such as leasing and 0% finance, two Swyx resellers were honoured as part of the vendor's annual channel awards. Swyx Gold Partner, HBT Communications (<http://www.hbtcommunications.com>) was voted as 'Reseller of the Year' and Agenda IT (<http://www.agenda-it.co.uk>) based near Market Harborough, was given the 'Best Newcomer' Award. The event also showcased Swyx customer, GB Railfreight (part of EuroTunnel) as well as announcing incentives, promotions and new product highlights for the coming year.

'Reseller of the Year' Award goes to HBT Communications

Zamurad Hussain, Director at HBT Communications says, "We're delighted to have been named "Swyx Reseller of the Year". Swyx's flexible and innovative software based UC offering enables us to compete with a strong business-driven value proposition that sets us apart from our competitors and enables us to better maximise our margins. With Swyx we can add extra value and provide complete scalability for any size of business, something that rival solutions fail to match. The award also reflects the hard work and diligence of our sales and support teams throughout 2012, and is recognition of HBT's longstanding commitment to Swyx." HBT has been a Swyx reseller since 2005.

Newcomer of the Year Award goes to Agenda IT

Director at Agenda IT, Natalie Bird comments, "We are delighted to have won this award. It's great recognition for the hard work everyone has put into developing Swyx business. As a company our key philosophy is to provide unified voice and data solutions, so Swyx is a perfect fit because it really does allow you to seamlessly and easily integrate voice and data applications together."

She continues, "With Swyx we can offer our customer flexible, scalable connectivity that meets their exact business requirements but at the same time complements their existing network and applications. We are looking forward to another successful year with Swyx."

Ian Rose, Channel Account Manager at Swyx added "We are extremely pleased to be awarding Agenda IT for their hard work during 2012. We started talking to them during the opening quarter of 2012, and they immediately grasped the potential Swyx offers partners and their clients, and we quickly on-boarded them through our Partner Program completing all of the required training and assisting with their first installations. Agenda IT have since moved to build an extremely healthy pipeline of business by showcasing the strength and versatility of the Swyx portfolio."

Swyx's annual conference is designed to share new information on products and strategy as well as provide partners with the opportunity to network with each other. Highlights this year included:

- 'Visual Contacts' – A new feature that allows easy integration with third party databases such

as Microsoft Dynamics

- New incentives and discounts on headsets and IP handsets (30-40% more margin)
- SwyxExpress, a pre-installed SwyxServer with three year care pack
- A new Swyx DECT phone
- CTI Plus – a feature that allows you to turn every phone into a UC endpoint

Director of Operations UK and Ireland for Swyx, Mark Russell commented, "I would like to congratulate both HBT Communications and Agenda IT for winning their awards and thank them and all our channel partners for the commitment they have made to Swyx during 2012."

Russell continues, "2012 has been a record year for Swyx both here in the UK and across Europe. We are extremely pleased with the feedback that we have received from our channel partners and expect 2013 to continue this trend as the economy improves and more opportunities arise as more and more end-users recognise the value that a Unified Communications platform built around SwyxWare can bring them."

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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