

WE WILL ROCK YOU: Swyx excites at its Partner Conference with new products and attractive offers for resellers

Submitted by: TTA Communications (Bath)

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Swyx (<https://www.swyx.com/>) rocks its Partner and Technology Conference 2019: The new version 12 of Swyx's communication solution, a simplified licensing model and an exclusive insight into the strategy of the unified communications provider and its partner companies were among the highlights of the event programme.

Under the theme WE WILL ROCK YOU, Swyx prepared a varied mix of novelties and background information, lectures and interactive discussions, exhibitions and networking, not only to inform its partners, but above all to inspire them. The extraordinary atmosphere in Essen's Colosseum Theater, one of the most spectacular industrial monuments in the Ruhr area, provided the perfect setting for exciting insights into the latest developments at Swyx.

New version with fresh design and powerful messenger

At the event, Swyx gave the first preview of the new version 12 of its communication solution, which will already be available in November. The release brings a new design to the Windows client. Users can choose from a variety of available user interfaces for the requirements of different user groups. In addition, Version 12 offers a new redundancy concept for automatic failover based on standardised virtualisation mechanisms, which ensures maximum availability with a monitoring service. With improved support for certified Yealink end devices, which are now also part of the Swyx product portfolio, employees in the home office can be securely integrated into a company's communications environment without having to set up a Virtual Private Network (VPN). In future, Swyx will also be able to integrate Yealink terminals into the network via IEEE 802.1x port authentication, providing an authentication method that meets the highest security requirements.

With the release of version 12.10, which is already planned for the beginning of 2020, a new messenger will also be available. In the future, Swyx's instant messaging functions will be available in all clients and can also be used without any restrictions on mobile devices.

There was also great interest in a showcase on the integration possibilities of artificial intelligence that Swyx had prepared for the event. Using the example of a visit report that sales staff create to document customer visits, Swyx demonstrated how typical workflows can be made even more efficient using an AI-based chatbot. Instead of laboriously entering customer appointment details manually on returning to the office or home office, the sales employee can simply pass them on in a conversation - for example, during the car trip directly after the customer visit. The intelligent Swyx Chatbot requests all relevant information and immediately adds it to the CRM system.

In addition to the new products, Swyx presented a simplified licensing model. The unified communications provider is planning a uniform licensing model for all delivery models. The Basic, Professional and Premium function profiles introduced a few months ago as part of the Swyx Flex rental model will therefore also be available as part of the purchase model in the future. This makes it easier for resellers to prepare offers and promotes sales, as they can convince their customers with packages that

are optimally tailored to their needs.

New growth opportunities, close cooperation

Another central theme of the event was the outlook for the future of the Swyx Group and the benefits that resellers will reap as the group expands. With immediate effect, the fast-growing group will rebrand to Enreach and underline its claim to leadership in the European unified communications market with the new umbrella brand. "The new brand identity shows that we have grown together as a group of companies. The common name is an expression of our efforts to offer our partners and customers even better solutions in the future, combining the bundled expertise of the entire group," says Marco Crueger, VP Sales at Swyx. "Our partners can continue to rely on the trust and cooperation that has been the foundation of Swyx's success from the company's beginnings."

Closer cooperation within the group will provide sales partners with a significantly expanded product and service portfolio that will enable them to win new customers and increase sales to existing customers. This year, Swyx has already launched a number of new products developed by the UC provider together with its sister company Voiceworks, such as the collaboration tool Swyx Meeting and the Swyx Flex rental model. At the Swyx Partner and Technology Conference, Voiceworks also introduced Coligo, a public cloud product for small enterprises that opens up further growth opportunities for Swyx partners. A key factor for partners is the Operator Online ordering and administration portal, which was launched a few months ago and was explained in detail at the event. In the future, partners will not only be able to purchase Swyx, but also products from other companies in the group via the platform.

Partner Awards

The Partner and Technology Conference 2019 ended with the presentation of the Swyx Partner Awards, which resellers receive for outstanding achievements. New this year was the category Swyx Flex Champion: BEU:com received the title as well as a one-time advertising subsidy of 5,000 Euro. The ICT system house from Hagen, Germany, generated the highest revenues with the Swyx Flex rental model introduced in April. The customer Adelholzener Alpenquellen GmbH received a special prize because Swyx broke the one million user barrier with it in 2019: The millionth user is one of a total of 400 Swyx users at Adelholzener.

The winners of the Swyx Partner Awards 2019 at a glance:

Category	Award winners
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Top Partner Italy	ACS data Systems AG
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Top Partner Austria	Data-Way IT-Consulting GmbH
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Top Partner Switzerland	it2day AG
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Top Partner Netherlands	Adfocom Automatisering B.V.
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Top Partner Germany	Telenova GmbH
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Netgo GmbH
Green IT Das Systemhaus GmbH
dreisechzig ITC GmbH
3iMedia GmbH

Top Cloud Partner Germany hiko systems GmbH

Excellence Partner Frings Informatic Solutions GmbH

Swyx Flex Champion BEU:com GmbH

Customer award (Millionth Swyx User)

Adelholzener Alpenquellen GmbH

Swyx your business

Swyx Solutions GmbH, headquartered in Dortmund, Germany, develops software-based communication solutions for the requirements of medium-sized companies and distributes them via a two-tier system of distributors and specialist dealers. With Swyx's award-winning Unified Communications solution, users benefit from all the advantages of optimally networked communication: they can increase accessibility, improve processes and ultimately increase productivity. Swyx offers a unified range of functions across all deployment forms, regardless of whether it is an in-house solution, a variant from a partner cloud or SwyxON, the UC solution from Swyx's own cloud. A range of suitable phones and other hardware devices complete the product portfolio of the company founded in 1999, as a pioneer in the field of IP communications.

Swyx is part of Enreach, an international group of companies with more than 750 employees at sites in eight European countries and business in 25 countries. As one of the leading European UC suppliers the group provides over 2 million users with innovative communication services. In addition to Swyx, its brands also include Voiceworks, Eazit, Centile Telecom Applications, Network Telecom and ipnordic. Together, the companies cover a comprehensive Unified Communications portfolio and enable customers to optimise their communication.

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