



## A new opportunity for resellers in a changing landscape from the INDeX and Alchemy management teams



Frank Bretherton

SpliceCom presents resellers with a new opportunity in the business telecoms sector. I firmly believe we have a substantially differentiated product and the correct profit orientated channel strategy that will allow us and our selected channel partners to enjoy an exciting journey of profitable growth. We do not underestimate our competition, we are respectful of their achievements, however SpliceCom was established initially as an engineering, design and development company back in early 2001, in the firm belief that we can win in a competitive market place by listening, and responding to the needs of our customers - The SpliceCom Accredited Reseller.

We are now ready for the next stage, with Version 1.1 software fully proven in the market place and Version 2 development defined and underway. I would like to invite you to come and evaluate and consider if we can, with our product range and approach, provide you with the opportunity to differentiate your company at the point of sale and make substantial year on year profitable growth.

Frank Bretherton, Chairman

### VISIT OUR HOSPITALITY SUITE AT THE CONVERGENCE SUMMIT

The Coventry Hilton, September 9th - 10th 2003

You can visit at any time during exhibition hours or you can plan to attend a 15 minute presentation at the following times:

9th September - 11.45 12.45 14.45

10th September - 11.15 12.15 14.15

## Fundamental advantage from design philosophy

### Why Do Something Different?

#### 1970's

Businesses could only purchase or rent Electromechanical PABXs or Key & Lamp Systems exclusively from The Post Office, latterly British Telecom! Customers had little choice of supplier or equipment.

#### 1980's

BT's Liberalisation introduced competition and new products: electronic versions of PABXs and Key Systems (previously Key & Lamp). Customers could now choose between suppliers, manufacturers and products.

#### 1990's

The power of PC processing and the evolution of Data Networking allowed suppliers to start integrating the 2 technologies to provide CTI (Computer Telephone Integration). However protocol conversion was required to make the systems talk to each other as they operated in different worlds.

#### 21st Century

IP telephony emerged as a possible way of reducing costs in the late 1990's. VoIP is the new entry to the technological evolution in the market. Existing manufacturers found ways to 'bolt on' IP

solutions to their existing products, often designed in the early or mid 90's.

#### Why **maximiser**?

**maximiser** is different because it was designed in the 21st Century to fully accommodate existing AND future trends in cost saving technology and the increasingly discerning needs of companies in today's customer facing culture. As a result the **maximiser** is equally at home as a simple analogue PABX, as it is in a full-on IP-PBX configuration with touch screen phones, and Web Push applications.

#### We Can Listen and Respond

**maximiser** is different because it is designed and manufactured in the UK by a company with proven management who have demonstrated time and again their ability to compete effectively on the world stage of Telecommunications and Data Communications Solutions for all types of businesses.



Robin Hayman



## An 'OLD' Management Team



Despite the company's infancy, the management team behind SpliceCom have a track record that is second to none. CEO and Managing Director Sean Harding was the man behind the first company to deliver an "off-the-shelf" voice and data convergence solution - Network Alchemy. In the same period Chairman Frank Bretherton and Sales & Marketing Director Jeremy Cooke masterminded the creation and development of SDX Business Systems plc - the company that designed and delivered the market leading INDeX voice and data system.

## Over 5000 Ports Shipped to Date

Early field trials commenced in January of this year! Release from Beta in March! Marketing material delivered April! 5000 ports shipped to date! A remarkable start to a new product's entry into a market dominated by global brands against a soft economic background.

## Reseller Recruitment - Only 20 New Resellers Required !

SpliceCom are delighted to announce that they are well over half way in their recruitment programme with over 25 resellers signed up and actively promoting the product by the end of August. *"Our resellers have done a fantastic job - Early adoption is a brave move for any company. I am delighted that we are able to say - we have no, and we have had no dissatisfied customers with V 1.1 Software. Our very first installations continue to grow as the users become more and more aware of the feature benefits afforded by maximiser and particularly the PCS 400"* said Jeremy Cooke - Sales & Marketing Director.

## IDPK

One of SpliceCom's fundamental philosophys is that every one has an equal chance at the point of sale. Our commitment to our resellers is that we will provide ALL the tools required to optimise that chance - the most important is unquestionably IDPK. In Depth Product Knowledge. SpliceCom undertake to provide the reseller sales-force with absolutely the very best set of selling tools at the point of sale.

## Generic Knowledge

Professional resellers understand their specialist fields. They add value to the customers needs at the point of sale through understanding and education. The opportunity today is that many fields are cross pollinating and taking resellers into new worlds. Often this is described as a problem, but identification of a problem is the first step on the road to a solution. SpliceCom are equally comfortable educating the voice channel about data as they are educating the data channel about voice. Further SpliceCom are running scripting courses on Web page creation to harness the power of the new PCS 400 combined Voice/Data and web terminal and the ability of the maximiser system to pop web pages in response to an incoming CLI.

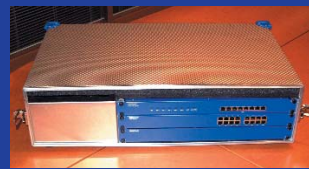
## Profit Through Differentiation

So many products are now over distributed, resulting in multiple quotes on the same buyers desk. A sophisticated solution becomes a commodity where the only differentiator is the lowest price. As the new boy on the block we don't have this problem and our channel strategy ensures we wont have it in the future. Our product is substantially differentiated, we will ensure our channel is equally differentiated and they will have the opportunity to differentiate the product further by leveraging our complete open approach to connectivity and 3rd party equipment integration.

## Fully Open - Fully Accessible - Your Opportunity to Add Value.

SpliceCom claim no hefty license fees, no intense protectionism. A genuine belief that "open is best". We believe you can build your own applications, connect them using HTML or CTI, use any compatible voice mail, ACD MIS, IP Handsets, Contact Management solutions and any back office applications. Its certainly a refreshing approach.

## Unrivalled Sales Tools



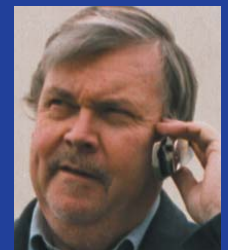
The marketing team set themselves a simple goal - create new industry standards in marketing collateral. The electronically searchable Product Description, the truly portable demonstration kits and the 48 page brochure combine to ensure a truly professional image at the point of sale and combined with IDPK provide ALL maximiser Sales Professionals with the ability to answer the CAN IT DO questions with authority.

SpliceCom recognise that ALL buyers have autonomy - of course they do - but just in case they have to sell up, to the side or downwards, we want to make sure the 'second sale' often made internally is the best it can be.

## Independent Appraisal - Praise Indeed

*"Technology has given us some great solutions in recent years, but the tasks for which they were originally designed have changed.*

*Incremental improvements can be made, but the 'bolt on' approach can only go so far. Thus, there is a clear need to make a pragmatic makeover of the whole information and communications environment. IP Communications, video as well as voice, is the key enabler; in fact, it's the only game in town. And when it's employed via a brand-new design rather than an upgrade or a conversion, the power of this amazing technology shines through. In the case of SpliceCom it shines in full colour.*



**Bob Emmerson**  
Independent Technology  
Journalist

## Leveraging the Web

*Any web page can be pushed or accessed from maximiser display terminals. In this case the default page can be defined by IT or telecoms management on a user-by-user basis. e.g. the company's intranet home page can displayed when the phone is not being used! Content can also be pushed on a departmental basis, e.g. sales figures displayed at regular intervals to the sales force. In addition, the solution can push intranet content based on the identity of incoming or outgoing calls. This would typically be used to link the relevant record in a personal database, the CRM system, or the accounts receivable database. Richness includes the ability to display Web Cam images, a feature that allows the phone to be used as a security/surveillance device."*

## Software V.2 Channel Launch

SpliceCom invited their existing resellers to a seminar to outline the options in Version 2 software ( the shipping Version, V1.1 having met all the promises of resilience and functionality). The delivery was somewhat unique, all options were laid bare and all resellers were asked to prioritise the planned feature enhancements and to point out any omissions. This allowed SpliceCom to prioritise by consensus within the existing customer base the delivery timescale and adjust as required by the market place.

To find out more visit us at our hospitality suite.

Channel Strategy; No Direct Sales • No Wholesale Distribution • Maximum 45 Accredited Resellers  
Result: MARGIN OPTIMISATION

# maximiser for Scalability

The new all British Business Telephone System providing application scalability without size or geographical constraint - 8 to 5000 extensions from 3 simple components!

**FULL IP NETWORK implementation plus DPNSS**

**HYBRID SOLUTIONS**  
Multi-Site Networking, Call Centre, Home Working, Hot Desking, Mobility, Web Integration, CTI

Simple cost effective analogue PABX

Up to 5000 analogue or IP extensions from 3 simple components!



### Call Server

Up to 38 trunks plus support for up to 300 analogue or IP extensions  
IP WAN connection  
Voicemail & Auto Attendant  
Internet Server  
8 port LAN switch with QoS



### Trunk Module

Add up to 38 ISDN Trunks & IP WAN



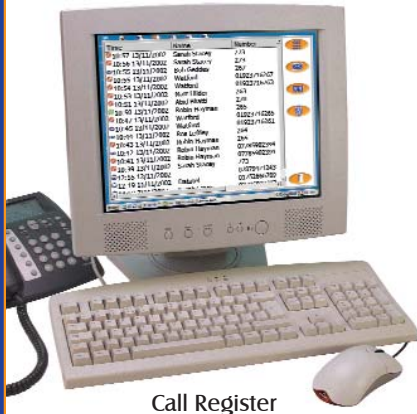
### Phone Module

Add up to 15 or 30 analogue extensions



## Probably the best Terminal in the World The Proactive Communications Station (PCS)

### PCS 50 Softphone



Call Register

### Contacts

Name	Number	Mobile	Home	abc	def
Frances Ut...	01942286...		00340713		
Franki Bro...	01205025...	07830330...			
C3 Telecom...	02070751...	07680765...			
Gemma LL...	01599907...				
Graham B...	01202373...	07801642...			
iCS	01344873...				
JIC	01222752...				
Jeremy C...	02070502...	07830275...			
Sudil Jyesh...	07748407...				
John Smith	01942722...				
Jan Waskar	02070523...	07973970...			
Melanie...	01473645...				
Martin Sm...	01000751...				
Mary God...	02077205...	07752011...			
Neil Hoyle...	01600516...		01903150		
ONS& Jo...	02089072...	01950505...			
Orkido					

### Users

Name	Number	abc	def
Pingree	307		
Rakesh Patel	274		
Rakesh PC	2274		
Robin Hayman	265		
Robin Hayman	4009		
Robin PC	2265		
Rob Leffley	264		
Ros Pats	2321		
Sarah PC	2273		
Sarah Stacey	223		
Suan Harding	261		
Seon PC	4061		
Splice Phone v1003	1003		
SpliceCom Fax	377		
Study	206		
Unusod Number	280		
Wendie Thom	371		



### PCS 400

#### Key Features:

- Full Colour VGA Touch Screen - 640 x 480 pixels
- Context sensitive operation
- Handsfree Speech
- Two port, QoS 10/100 Mbps Ethernet Switch
- USB for connectivity of external mouse and/or keyboard
- Headset connection
- Accepts Power over Ethernet (802.3af)
- Alternative external PSU option
- Wall Mounting option built in