

maximiser Meets the Needs of 15,000 Users at The University of Cambridge

SpliceCom have provided The University of Cambridge with a Voice Processing and Mobility solution for the University's 15,000 users. Integration of the system, based on SpliceCom's next-generation **maximiser** platform, with the existing, ISLX based, University Telecom Network started in March. SpliceCom beat off strong competition from both TeleWare and C3 to win the business at one of the world's most prestigious universities, the second oldest in the English-speaking world.

"**maximiser** was chosen because we see it as a new generation product, not a legacy system that has been 'IP enabled'," said Chris Barron, Telecommunications Project Manager for The University of Cambridge. "The ability to integrate natively into our browser based application architecture immediately differentiates **maximiser** from other products in the marketplace."

"We are replacing the whole of our voice network and we consider the Voice Processing System as a key strategic component – particularly as it must operate across the old and new networks," continued Barron. "As the first part of the rollout visible to our users, **maximiser** will allow us to deliver obvious benefits in advance of the disruptive process of replacing handsets at the desktop. **maximiser**'s facility set, alongside its web user and delegated management interface provides us with the perfect platform to offer new features and services to our 15,000 users."

"This significant **maximiser** win is a result of two years of discussions, collaboration and trials between The University of Cambridge and SpliceCom," said Sean Harding, SpliceCom's CEO. "We are excited about working even closer with Chris and his team as we implement this large-scale solution over the forthcoming months. In particular, the University's vision of web access and telephony control, treating voice itself as an application, is in close alignment with our own philosophy. This will allow users access to all of **maximiser**'s advanced capabilities in a consistent and easy-to-use manner, totally independent of their whereabouts, computer platform and/or telephony handset they wish to use."



The new **maximiser** 5 Series modules with PCS Terminals

Introducing the **maximiser** 5 Series - Making it Simple for SpliceCom Resellers to Sell Higher.....and Lower

The launch of SpliceCom's 5 Series modules for **maximiser** sees the overall system capacity of the company's award winning Pure IP PBX double to 10,000 extensions, whilst at the same time lowering its cost-effective entry level to 4 extensions. The 5 Series builds on the success of the 4 Series over the past five years and simplifies what was already the most channel friendly product range further still. With the product portfolio consisting of just four modules – the 5100 and 5108 Call Servers and 5315 and 5330 Phone Modules – and eight per user/trunk/port licences, its very easy to specify any **maximiser** system – irrespective of size – without needing a complicated Configuration Tool.

The 5 Series delivers greater scalability, higher processing power and even more of the real technical and commercial innovation you've come to expect from SpliceCom. But don't just take our word for it, Steve Walker, Managing Director at IP Integration does it far better. "We found that **maximiser** provides a very low cost of entry, whilst its modular and open architecture requires us to hold minimal inventory and lets us leverage our existing skill sets. Connectivity, scalability and flexibility are all terms that are very much over used and over hyped in our industry. **maximiser** does them justice because here is a single product range which we can use to address the needs of any customer – be they small or large, with simple or sophisticated business telephony needs."

SpliceCom Target International Growth

Martin Bond, who until the end of 2006 headed up Zultys in EMEA, has joined SpliceCom as Vice President of International Sales. Bond's primary role is to kick-start sales of **maximiser** and the Proactive Communication Station (PCS) range of terminals in territories outside of the UK and Ireland. This will ensure that SpliceCom has the infrastructure in place to satisfy the International demand for its robust and feature rich Pure IP solutions, which has been growing steadily over the past twelve months.

"It's now six years since we started the business," stated SpliceCom CEO, Sean Harding. "After four years of UK sales we're a profitable company and have achieved a 15% market share when it comes to Pure IP PBX system shipments. Now is the right time to start International sales in earnest. Martin is a valuable addition to the SpliceCom team and I'm looking forward to working closely with him as our company continues to develop and grow at an ever-increasing rate. Thanks to our Head of UK Sales, Graham Harris and his team we have experienced impressive successes to date in our home market. Building on this platform we see Martin as a key contributor to achieving the business objectives we've set ourselves to fuel further spectacular growth," concluded Harding.



New PCS 410 Allows SpliceCom and Exterity to Combine IPTV and IP Telephony

Nearly five years after shipping PCS 400, the world's first "keyless" IP Phone, SpliceCom have enhanced its design and released the PCS 410. Taking advantage of the latest advances in touch screen technology and processing power allows the PCS 410 to deliver images that are even brighter and clearer than it's predecessor, with an accompanying increase in speed of response.



"Our experience in shipping the PCS 400 to companies of all sizes, is that it proves particularly attractive when business critical information needs to be clearly displayed," states SpliceCom's CEO, Sean Harding. "The large colour screen of our IP Phone allows it to be shown in isolation rather than fighting to be seen on an already crowded PC screen. Using an IP Screen Phone for this task offers both convenience and control when compared to a PC, which will invariably be in use for other tasks. The new PCS 410 builds on the capabilities of the PCS 400, in particular it's greater processing power and brighter screen make it ideal for applications where moving images are required."

In conjunction with the launch of the PCS 410 SpliceCom have announced a joint development agreement with Exterity, a provider of network IPTV. "We've long held the view that IP screen phones would be a perfect desktop delivery vehicle for IPTV and video feeds," says Colin Farquhar, CEO at Exterity. "It's somewhat ironic that as the only PBX vendor with IP Phones currently capable of achieving this, SpliceCom is also the company that's closest to us; in terms of geography, focus and innovation. By working together we'll widen the appeal and take-up of IPTV and IPVideo by making it more accessible."

SpliceCom Launch Next Generation Call Management & Recording Application

SpliceCom have commenced shipping SpliceLog Pro, a single next generation Call Management application for **maximiser** with integrated Call Recording capabilities. Combining the benefits of SpliceLog/SpliceLog Plus and SpliceRecord within a single product, SpliceLog Pro is a 100% web based application with all statistics and reports being viewed and run from and a standard web browser. 14 standard Management Reports are provided plus an additional fully customisable report that allows Administrators to select their own criteria to produce a more bespoke output. Set-up via an Installation Wizard and run as a Windows Service, SpliceLog Pro comes bundled with a MySQL database, but can also be run on Microsoft SQL.

When combined with **maximiser's** in-built call recording capabilities (supplied as standard and capable of recording ALL incoming and outgoing calls), SpliceLog Pro provides a totally integrated, feature-rich solution which delivers cost-effective Call Recording to even the smallest of businesses. Details of the Call Recording – including the ability to "click & play" - are included with the full call logging record of each call. All you need to know is how many concurrent telephone calls need to be record at any one time, allowing the appropriate number of channel licenses to be purchased – these can be added one channel at a time.

maximiser's architecture allows each leg of a transferred call to be recorded, no matter how many times it is transferred. One of the key benefits of SpliceLog Pro is that when viewing any 'individual leg' of a call, all of the other legs associated with that particular call are also displayed. This makes it incredibly easy to listen to an entire call, regardless of how many people the call has been transferred to.

Each copy of SpliceLog Pro comes with a free 14-day trial licence allowing two concurrent call recordings to be exported.

Leading Avaya Partner Chooses SpliceCom's **maximiser** to Migrate Their INDeX Customers

Long standing Avaya partner, IP Integration, are the latest to choose British technology over American for next generation business telephony. "The lack of a coherent migration strategy from Avaya for INDeX following their "end of life" announcement in June 2006, led us to investigate SpliceCom's offer," said Steve Walker, Managing Director for IP Integration. "Their plans were well thought through, addressing the needs of end-users and the channel alike, whilst allowing existing investment in INDeX to be retained, enhanced and then migrated to an Pure IP PBX infrastructure under the customer's control. It's a large undertaking for a business of our size to introduce a new manufacturer into our product portfolio, however, its clear that SpliceCom understood this – one of the many benefits we have witnessed from a manufacturer who enjoy working closely with their channel."

"We've chosen to bring **maximiser** on board primarily for our INDeX customers because it allows them to "maximise" their return on investment whilst taking advantage of IP and Unified Messaging technologies. In addition, **maximiser** provides connectivity to SIP trunks, which is of significant interest to our multi-site customers as it allows them to take advantage of free "on net" connectivity as a more cost effective solution than MPLS services," continued Walker. IP Integration's first installation saw **maximiser** integrated with an existing INDeX system to deliver Unified Messaging. The legacy Avaya PBX is unable to natively support UM itself. "The system went in on time, on budget and worked," said Walker. "What more can a business ask for?"

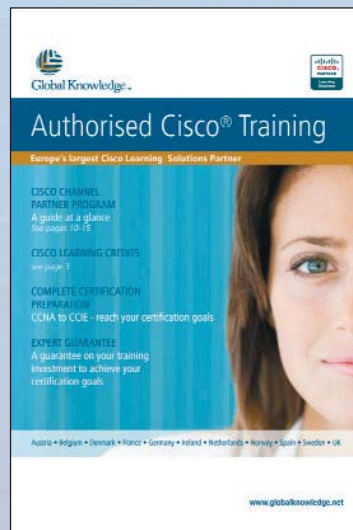
"The bottom line for IP Integration is that **maximiser** is allowing us to retain our significant legacy base of INDeX users, in addition to addressing the growing demand for SIP trunking, Unified Messaging and Voice Recording amongst SME customers - in a cost-effective and credible manner. It's a pleasure doing business with a company who understand the true meaning of Partnership," concluded Walker.



Cisco Training House Selects SpliceCom

Award winning, Hampshire based reseller and SpliceCom partner, M12 Solutions, has completed the installation of a **maximiser** IP phone system for training and learning services provider, Global Knowledge.

M12 Solutions were responsible for completely replacing the company's dated BT Meridian phone system at 4 sites in London, Coventry, Wakefield and Wokingham.



A spokesman for M12 Solutions said, "Global Knowledge wanted an IP telephone system which was cost effective and offered excellent usability, the SpliceCom **maximiser** fitted the bill perfectly. Global Knowledge wanted a system that incorporated all the benefits associated with IP, including enhanced applications and unified messaging, whilst reducing overall telecoms costs."

"This purchase went against Global Knowledge's international purchasing policy, which is to install Cisco products. There is potential for this acquisition to spark a change in this global trend which would of course be excellent news for M12 Solutions."