



Press Release



SpliceCom maximiser wins Innovative New Product Award

23rd April 2004 - Chorleywood, UK: SpliceCom, a company specialising in communication systems which combine voice, video and web enabled IT applications at the desktop, has won the Most Innovative Channel Product award for their maximiser system at the UK's premier communications trade event Comms Channel Expo.

In making the award the judges commented, "In a very competitive field SpliceCom's maximiser stood out as being a highly commercial proposition for the channel that delivered the innovative applications that have become the trademark of the management team who have once again put together a winning product."

Commenting on the award, which was presented in front of some six hundred guests attending a gala dinner, Sean Harding, Managing Director of SpliceCom said, "Clearly we are delighted to have won this award. Over the last fifteen months our channel partners have proven that maximiser, as well as being a ground breaking and innovative product, is also highly saleable in today's demanding marketplace."

Harding continued, "Having built on the strengths and eliminated the weakness associated with the installed base of "proof-of-concept" IP-PBXs, maximiser distributes intelligence around the network, rather than centralising it. This allows the needs of those requiring a simple, small, stand-alone PBX to be fulfilled, whilst the same system can scale seamlessly to provide a fully networked communication system allowing voice, video and web-enabled IT applications to share the same underlying network infrastructure, information and resources."

Jeremy Cooke, Sales and Marketing Director for SpliceCom was equally as ebullient about winning the award, "From the outset SpliceCom has invested in developing a very focussed and committed channel for maximiser working with resellers who have recognised the wide range of applications that can be readily and cost effectively addressed by the product. Winning this award is an indication that these benefits have now been recognised by a wider audience and will provide a further impetus for our channel partners who can now draw strength and confidence from selling the best product of its' type.

SpliceCom's maximiser is the PBX that finally delivers on the promise of true geographic independence. The same facilities are available to company employees irrespective of their location; be it in offices spread across countries or continents, working from home or on the road. Yet maximiser appears to employees and customers alike as a single system - and is managed as one. For the first time, the ability to utilise technology for real business benefit is available to small and medium sized companies - as well as major corporations.

The maximiser from SpliceCom is available immediately through an exclusive channel of authorised, fully trained and certified resellers with field proven competencies in the design, installation and support of convergence solutions.

Notes for Editors:

SpliceCom is a privately funded company, whose management team were behind the two most successful UK voice and data convergence companies of the 1990's - SDX Business Systems and Network Alchemy. SpliceCom's product range combines voice, video and web enabled IT applications within a single system, providing tangible business benefits for all types of companies, irrespective of their size. These products are only available via selected dealers, value added resellers and systems integrators - they are not sold directly, nor are they available via distribution.

Picture:



High-resolution picture of the award presentation and the maximiser product - [click here](#) (965k JPG)

Caption: Comms Channel Most Innovative Channel Product #1: Award Sponsor Matt Townend of MCI, Winner Sean Harding of SpliceCom and Alaister McGowan

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