

Press Release



SpliceCom's maximiser Frees The Mobile Workforce

12th May 2004 - Chorleywood, UK: SpliceCom, a company specialising in communication systems which combine voice, video and web enabled IT applications at the desktop, has announced the immediate availability of enhanced mobile services for their maximiser Business Telephone System. These new features allow standard GSM phones to be fully integrated and utilised as mobile extensions on maximiser and are supported in SpliceCom's Version 2.1 software.

2-Way Mobile Transfer provides a higher level in productivity and customer care by allowing calls to be seamlessly transferred to AND FROM the mobile phones of employees when away from the office or on the road.

"With maximiser we primarily concentrate on employees and their diverse telephony needs rather than just the phone on the desktop," says Sean Harding, SpliceCom's MD and CEO. "Designing our PBX around "Users" rather than "Extensions" allows us to associate many different telephone numbers with each employee - extension, home, mobile, etc. This approach has made it easy for us to provide advanced mobility features, including One Number and Dual Ringing, as standard integrated features from day one," continued Harding. "With these capabilities employees can always be reached by calling their DDI number without the caller realising that they're not at their desk. However, when using this facility, I've found that a high percentage of calls taken while I'm out of the office need to be transferred to other employees within the organisation at some stage during the call. It's always frustrated me that this has been unachievable - up until now. By implementing 2-Way Mobile Transfer as a standard feature, without the need of external servers or services, we've solved this business impacting issue in a simple and elegant manner," concludes Harding.

GSM Remote Working allows calls to be automatically forwarded across the GSM (or PSTN) networks, yet still remain "on-switch," by allowing their control through a PC based "partner" application.

"The rapid rise in Wireless LAN Hotspot availability in hotels, airports, conference centres, coffee shops & restaurants alongside the increased promotion of services like BT's Openzone have proved a great boon to the mobile worker," states SpliceCom's Director of Product Management, Robin Hayman. "Lacking any Quality of Service (QoS) support these services aren't quite ready for IP Telephony yet - however, SpliceCom maximiser users can still take advantage of the increased freedom that they offer. By forwarding calls to their mobile phones across the GSM network, and controlling that call via our PCS 50 Phone Partner application running on their laptop PC, employees have access to all the same facilities that they enjoy in the office - presented to them in the same manner," says Hayman.

Delivery of DDI/group calls & voicemail, hold, transfer, park/retrieve, access to company wide Contact/User/Departmental directories for information & dialing, Favourites (personal busy lamp field, direct station selects & speed dials), conference calls and even call recording can all be accessed and controlled via the PCS 50 application, which can be run on Windows, Mac OS X or Linux platforms. Connectivity of this application, back to the maximiser PBX, is achieved through the same Virtual Private Network (VPN) session - via the Wireless LAN Hotspot access point - that is utilised for access to email and other company-wide applications.

The only difference in user experience between office and mobile use for SpliceCom customers is the fact that paging announcements aren't delivered to remote users. Or as Hayman puts it, "We don't think the world's quite ready for "Urgent call for Sales on one" echoing through

Starbucks just yet!"

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 through a standard web-browser. For the first time, the ability to utilise technology for real business benefit is available to all companies - irrespective of size. 2-Way Mobile Transfer and GSM Remote Working are available immediately through a Free of Charge software upgrade for existing maximiser customers. Both are fully scalable solutions, utilising DSP resource located in the Phone Modules, rather than the Call Server. maximiser and SpliceCom's accompanying range of Proactive Communication Station (PCS) terminals and applications are available 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.

Pictures:

High resolution pictures are available on request.

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