

SpliceCom

Press Release from SpliceCom

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SpliceCom extends SMS text messaging support for maximiser

6th April 2005 - Chorleywood, UK; SpliceCom, a company specialising in communication systems which combine voice, video and web enabled IT applications at the desktop, has released integral support for SMS text messages within its **maximiser** business telephone system.

Text messaging is becoming increasingly used by businesses as a method to contact employees and customers alike. By providing integral support for SMS text messaging within **maximiser** via the PCS 400 IP Phone and the PCS 50 IP Softphone/Phone Partner application, SpliceCom have unified this popular form of messaging with voicemail and email for their customers. SMS dial options for Contact, User & Department directory entries activate a text entry page, allowing messages to be drafted and sent. The format of **maximiser** generated text messages allows any reply to be automatically routed to the appropriate User's **maximiser** mailbox - alongside voicemail and missed calls - where it can be clearly identified by a unique SMS icon. Double clicking on the entry allows the message to be read. Use of this service requires an agreement with an SMS provider, such as n-System, World Text or SMS Alert.

maximiser also uses SMS as the underlying mechanism to allow text messages to be sent directly between employees using PCS 400s and PCS 50s. These messages are routed internally across the IP infrastructure, without the need to access the GSM network.

"**maximiser** has always utilised SMS text messaging as an option for alerting those employees away from their desks or out on the road to the arrival of new voicemail messages - and whom they are from," explains Robin Hayman, SpliceCom's Director of Product Management. "With its increasing popularity as a method of communication, it was a natural progression to add support for SMS Text to our integral messaging system which is provided as standard on all **maximiser** platforms. For SpliceCom it's a case of meeting customer demand and acknowledging yet another shift in the way businesses want to communicate - if you don't include SMS within your Unified Messaging strategy you're severely limiting your ability to market or respond to the needs of your customers and employees," concludes Hayman.

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 **maximiser** product family 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. Having commenced shipments in early 2003, **maximiser** was voted the "Most Innovative Product" at one of the UK's premier communications trade events, Comms Channel Expo 2004.

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