

SpliceCom

Press Release from SpliceCom



SpliceCom Directors Recognised With Special Channel Achievement Award

23 May 2006 - Chorleywood, UK; Two board members from SpliceCom, a company specialising in IP communication systems which combine voice, video and web enabled IT applications, were honoured with a special Channel Achievement Award at the recent UK Comms Channel Gala Dinner.

SpliceCom Sales & Marketing Director Jeremy Cooke was presented with the award at The National Motorcycle Museum, Birmingham by the Editor of Comms Business magazine, Ian Hunter. Frank Bretherton was unable to attend but former SDX channel director Enda Kenneally joined Jeremy in collecting the award on Frank's behalf. The award recognised the pioneering efforts of the duo in developing and launching the revolutionary INDeX business telephone system whilst leading SDX Business Systems in the mid-90's.

"We've broken our own rules to recognise a product that, since its introduction in 1995, has raised the bar for all the other telephone systems that followed," said Hunter. "Everything about it was market leading. The INDeX brochures were outstanding and in addition there was an accompanying Encyclopaedia on a CD-ROM with everything you ever wanted to know about the PBX; industry information, slide shows and much more. All pretty radical stuff at that time.

"Bretherton & Cooke were on a mission and had soon signed up all the key resellers in the UK to sell INDeX. And sell it they did, with INDeX ending up with an installed base of around 20,000 systems. Their UK success brought them to the attention of the global marketplace eventually leading to the acquisition of SDX by Lucent Technologies in June 1998, having identified both INDeX and its formidable channel as key for their growth plans outside of the US. The Lucent Technologies Enterprise Networks telephone system business was then spun-off as Avaya in October 2000 and INDeX went with it, where its end-of-life was announced late last year.

Cooke left the company soon after the Lucent acquisition, with Bretherton leaving some 12 months later after SDX Business System had been successfully integrated within the parent company. The pair then joined Sean Harding and Robin Hayman at SpliceCom in 2001, where their market approach is once again proving highly successful.

The final word goes to Ian Hunter. "A great number of the 600 plus industry stalwarts attending the Comms Channel Awards Dinner owe, at least in part, some of their own success to this world beating product, designed and developed by a small UK company in Hertfordshire."

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. 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, whilst SpliceCom's PCS 50 for Mac OS X IP Softphone/Phone Partner application picked up the award in 2005.

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