



## Press Release from SpliceCom



### SpliceCom's UK Channel Get The Message

30th October 2007 - Chorleywood, UK: SpliceCom, the IP convergence company whose award winning maximiser platform combines voice, video IP TV and web enabled IT applications at the desktop has been meeting with the engineering and sales forces of its UK channel partners over the past two weeks to celebrate a year of growth and achievement and outline the company's plans for the next twelve months.

Held at Headingley Stadium, Leeds, (home of Yorkshire County Cricket Club, and the Leeds Tykes and Rhinos Rugby Clubs) and the Phyllis Court Club, Henley-on-Thames (whose Grandstand Pavilion overlooks the finish line of the world famous Royal Regatta), the separate engineering and sales roadshows were hosted by SpliceCom's Technical Support Manager, Paul Southwell and UK Sales Manager, Graham Harris respectively. The four separate events were attended by over 150 SpliceCom partners spread across 45 different resellers.

The topics covered during the Sales Roadshow presentations and Technical Roadshow workshops included:

- Review of 5 Series platforms & V3.2 Software
- Launch of 5108 Call Server
- Launch of PCS 100S IP Phone
- Launch of Callmedia 4 **maximiser** SME Call Centre
- Launch of Microsoft OCS Gateway for **maximiser**
- Overview of **maximiser** XS & its deployment at The University of Cambridge
- Preview of Total Control & Total Network, hosted applications for **maximiser**

To round off the Sales Roadshows, CEO Sean Harding presented SpliceCom's Channel Awards for 2007. These included:

- Top Performing **maximiser** Reseller - **M12 Solutions**
- High Growth **maximiser** Reseller (Midlands) - **Voice 2 Voice**
- High Growth **maximiser** Reseller (North) - **Gordon Harwood Computers**
- High Growth **maximiser** Reseller (South) - **Bridgecom**
- Best **maximiser** Call Centre Solution - **Network Connect**
- Best **maximiser** Vertical Business Solution - **Southern Communications**
- Best **maximiser** Integrated Business Solution - **Intech**

Speaking about the 2007 Roadshows, UK Sales Manager, Graham Harris said that, "The new product and application announcements we have made to our channel partners over the past two weeks will allow them to address an even wider range desktop and mobility requirements. In addition, we have expanded our application portfolio through the addition of Callmedia 4 **maximiser**, which delivers all of the benefits of a sophisticated Enterprise level Call Centre to SME customers and the Spidermax Microsoft OCS Gateway. Finally, the introduction of Total Control & Total Network means that our resellers are once more leading the way in their ability to offer their customers hosted, web based applications and services, specifically developed for **maximiser**, on a monthly fee basis."

"The MZA figures for Q.2 2007, which reflected SpliceCom's 16% share of the UK IP PBX market, alongside our recently announced 39% quarter on quarter UK growth for Q.3 are clear indicators that, when combined with the Roadshow announcements, our partners are ideally placed to make significant inroads into the installed base of the traditional PBX vendors over the next 12 months," concluded Harris.

### Notes for Editors

SpliceCom is a privately funded company, founded by a management team behind the two most successful UK voice and data convergence companies of the 1990's - SDX Business Systems and Network Alchemy. SpliceCom's **maximiser** "Pure IP" product family combines voice, video, IP TV 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. Leading market analysts MZA attributed SpliceCom with a 16% share of the UK IP PBX market during Q.2 2007.

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