



## PRESS RELEASE

### **UK Start-up Set to Champion the Business Benefits of Voice and Data Convergence for Small and Medium Sized Companies.**

15th April 2002 - Rickmansworth, UK: SpliceCom - a new company, specialising in communication systems which combine voice, data and video to provide real business benefits for small and medium sized companies, was launched today.

Despite the company's infancy, the management team behind SpliceCom have a track record that is second to none. All have built highly successful companies through the development of innovative yet affordable communication systems, taking them to market via indirect channels. CEO and Managing Director Sean Harding was the man behind ISDN router specialist Scorpion Logic and the first company to deliver an "off-the-shelf" voice and data convergence solution – Network Alchemy. In the same period Chairman Frank Bretherton and Sales & Marketing Director Jeremy Cooke masterminded the management buy out and subsequent turnaround of the other big, UK voice and data convergence success story of the 1990's – SDX Business Systems. SDX purchased Network Alchemy in April 1998, before they themselves were acquired by Lucent Technologies in July of the same year.

Building on the company's rich heritage, SpliceCom will concentrate their product developments on meeting the needs of small and medium sized businesses. SpliceCom's initial focus will be on the specific requirements of the UK marketplace, where its products will be available from selected dealers, value added resellers and systems integrators. In a move away from current industry practise, SpliceCom's products will not be available to the channel via distributors, nor will they be sold directly by the company to end-users.

However, it's in the area of just how its products can be deployed by small and medium sized companies to create business advantage, where SpliceCom will concentrate its initial efforts. This "straight talking" approach is something that business analysts have clearly identified as lacking in the communications industry at present. "The NOP Business Internet Survey from February 2002, shows us that of 462 UK companies not intending to implement convergence technology over the next 12 months, 67% state that

they are taking this stance because they perceive that there would be no benefit in them doing so," says Niall Rae, director at NOP Technology. "SpliceCom's commitment to focus on promoting the true business benefits that their system provides, rather than the underlying technology, can only be good for the communications industry as a whole."

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, data and video networking within a single system, providing tangible business benefits for small and medium sized companies. 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.

For further information contact:

Ian Hunter

Channel Dynamics Ltd

Tel: 01256 338425

e-mail: [ian@chdynamics.com](mailto:ian@chdynamics.com)

Robin Hayman

SpliceCom Ltd

Tel: 01923-287700

e-mail: [robin.hayman@splicecom.com](mailto:robin.hayman@splicecom.com)



SpliceCom Ltd  
The Hall Business Park  
Berry Lane  
Chorleywood  
Herts, WD3 5EX

Phone:01923-287700

Fax:01923-287722

e-mail:[info@splicecom.com](mailto:info@splicecom.com)

Web:[www.splicecom.com](http://www.splicecom.com)