

**TELEPHONY**



**REVOLUTION**

# The evolution of business communications

A practical guide for businesses to transition to the new era



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*“In the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment.”*

Charles Darwin

# 1 What is the telephony revolution?

Congratulations on taking your first steps towards a bright new era in the evolution of business communications. An era that will bring amazing new possibilities for your business, and open up limitless new opportunities to work with your customers.

A significant date in the history of the way we manage our daily communications has now been reached and the business world as we know it will never be the same again!



## Why?

**Because this is the year that traditional telephony died.**

The main fact is that in 2006 the deployment of new IP-based communication systems finally overtook the deployment of traditional telephony systems (Note 1). Traditional telephony, and the traditional telephony network architecture, is dead. Today it is communications as an integrated business software application that is at the core of all business activities. And it is this that has caused the telephony revolution.

Businesses now require an integrated application that manages and organizes all forms of communications and interaction across the workplace. It must also operationalize the rules for locating and contacting employees in a multi-channel communication environment (e.g. instant message, email, voice mail, mobile services, sms and presence) and integrate the communications process in to all business processes.

There are three elements to this telephony revolution. The key is effectively combining them together, which currently is not happening at the moment.

The first element is to combine the key elements of traditional telephony on a single and scalable software platform. This includes all the main features of a telephone system, such as call forwarding and voicemail with the ability for organisations to manage communications in and outside of the firewall. This also provides a framework for users to operate in and ensures the required level of security.

Voice is still the most intrinsic communications tool, yet with greater adoption of collaboration and integration with business processes, it becomes more of a strategic asset. Therefore the second element is to provide the user with multiple collaboration services direct to the desktop including instant messaging, email, voice mail, mobile services, sms and presence. This allows users to optimize their workflow and communicate how they want, where they want and when they want, within the given framework. The key to this is a centralised control framework with centralised management capability. IT and policy decision needs to be managed centrally and not left to the end user.

The third element is to integrate the communications application with core business processes to enable productivity gains, better customer services and increased competitive advantage. Communication applications can essentially be treated as middleware providing the increased value of seamless integration. However the current approach of many, including the traditional vendors, is to develop these applications into their PBX which is constrictive. It should take account of scenarios where innovative use of technology can provide a competitive advantage. Companies need to consolidate their communications and telephony with programs for email, ERP, CRM and other business application software.

The landscape has changed. Traditional telephony vendors are shrinking or merging and new players entering the arena from the IT industry. However they will need significant time to deliver robust business solutions as both have pieces of the puzzle but none have the complete solution. But the telephony revolution is not a vision for the future. Real companies are achieving real competitive advantage now and companies who fail to realise the changes risk having to compete on an uneven playing field. This guide explains why the "old world" telephony systems are now a defunct technology and introduces the reader to the exciting new world. The guide references real life case studies from everyday businesses not just large businesses with huge IT budgets. This is technology every business can afford regardless of their industry or their size.

Note1: Garner Dataquest Report

## 2 What happened to traditional telephony and why have leading companies stopped using it?

### More Choices, More possibilities

Firstly let's examine what we mean by traditional telephony. Prior to the proliferation of PCs, networks and the Internet, the primary means of communicating between two remote parties was by the telephone, and for many individuals and businesses it still is today. The action of picking up a telephone receiver, dialling somebody's number, waiting for the call to ring, is a process that is so familiar to us that we take it for granted. It uses vendor-specific technology (the handsets and PBX), it needs a dedicated infrastructure (telephone lines supplied by a major service provider, such as BT) and is typically maintained, supported and administrated by a third-party organisation that requires a separate support contract that excludes any other communications technology that you have installed.

The modern business, however has changed.

★ **The telephone is now one of the only old 'office systems' left, and is following the same path as the typewriter and the telex machine.**

Business operations are now centralised around the server and distributed by the company network. Many offices are now paperless, and software applications are used to manage just about everything: company accounts, client records, sales forecasts, security, HR, clocking in and out, billing. These operations are so familiar we now take them for granted, so why should our communications be treated any differently?

The major PBX (Private Branch eXchange) vendors have reacted to this see-change in their industry by making a number of commercial and technological announcements with software and application developers, in an attempt to marry the 'old' world with the 'new'. These initiatives however will take time to bare fruit, as they require a completely new business model and market approach.

As a 'stop-gap' solution the same vendors are desperately promoting IP-enabled solutions (also known as hybrids) as a progressive, conservative approach to moving to a "pure" IP PBX (Internet Protocol Private Branch eXchange). However the reasons for doing this are wholly based on protecting their existing market share and in reality offer very little in terms of benefits for their customers offered by pure IP solutions.

The statistics (see note 1) support this view and the take-up of these systems has also started to decline.

★ **Therefore, deploying a 'hybrid' solution is no better than installing a traditional circuit switched solution. They are in fact, two sides of the same coin.**

Leading companies, have long recognised this shift and are increasingly reluctant to risk investing in technology that has already be obsolete, or in vendors, whose long-term future may be in some doubt. Instead they are deploying the new integrated communication offerings. These companies are demanding that their communications be treated in exactly the same way as their other business critical applications and are deployed via the desktop and integrated into their other business processes.

### Moving from the 'old' to the 'new' – A model example

#### Voicentre Limited

Established in 1999 Voicentre is a call centre that supplies outsourced capacity to the utility sector.

#### The Challenge

poor agent utilisation, no flexibility, limited integration

Andrew Barclay, Managing Director, Voicentre explains how they changed their communications strategy:

*"In order to compete with off shore competitors we needed a system that would enable all our agents to answer any incoming call from any client customer, rather than have a group of agents being restricted to a single account. Without such a system we could have one group of agents so busy that they missed calls and another group sat redundant waiting for calls to come in. The incumbent TDM system had some very good features, but like most traditional systems it was far too rigid for our operation; it did not allow us the flexibility we needed to constantly modify and add new campaigns.*

*We realised that a voice solution based on IP was the only way that we could meet our operational requirements. The beauty of the new system is that*

★ **it runs on a server the same as any other IP application;**

*this means we can support and control the system ourselves without being held to ransom by a third party".*



*“The delivery mechanism is irrelevant.  
It's like asking for 200 miles of train track  
rather than a ticket from London to Paris.”*

### 3 What are forward thinking companies doing now?

#### More Possibilities

The new solutions are based on an 'open' infrastructure platform and enable enlightened organisations seeking to enhance their productivity and efficiency to move away from the rigidity of the old TDM systems and deploy customised business solutions. These include a choice of handsets, systems and features that meet the individual needs of their business, while complying with policies and procedures.

For these companies voice is an integral part of the communications mix, deployed via the desktop, which includes:

- ✳ Integrated email and contacts
- ✳ Integrated video
- ✳ Instant messaging
- ✳ Application sharing
- ✳ Multimedia conferencing
- ✳ Tele-presence (knowing who is "logged-in" and available)

These businesses are also centrally managing their communications so policies and procedures are adhered to and costs are controlled, There are also seeing real business benefit from seamless integration of the communications system with other key areas such as:

- ✳ CRM (customer relationship management)
- ✳ Contact management
- ✳ Supply chain management
- ✳ Logistics
- ✳ New business development
- ✳ Marketing
- ✳ Billing
- ✳ Stock control

#### Who has adopted this new technology?

Many leading companies from just about every sector, including professional services, financial services, manufacturing, travel and transport industry have all reaped the benefits of the new integrated communications technology.

#### This is what they say: It's more efficient...

I'Ansons – Manufacturer of animal feedstuffs

*"The improved efficiency has allowed the admin staff to be more proactive rather than reactive to our customer's demand. Efficient order processing has given them the time and the information required to anticipate monthly orders, calling the farmers in advance to schedule a delivery rather than wait until they call us."*

***This has saved the company a considerable amount of time and money and allowed us to process the largest amount of monthly orders in the company's history."***

#### It's simple to use...

HSJ Accountants

*"Accountancy practices can by nature be quite conservative, and this is especially true when it comes to technology. However, once we all realised how simple and convenient it was, and that we could click on any of our contact database numbers and be automatically connected, we were soon won over by the extended functionality and ease-of-use."*

### **It stops the hidden costs....**

#### **Lurgi Lentjes AG**

*“Proprietary systems of different providers, for the most part, involve a maintenance contract with external service providers, rapidly resulting a six-digit amount for companies the size of Lurgi Lentjes AG. The Rhenish company is now immune to these hidden costs. “*

### **It provides greater flexibility, mobility and seamless remote working...**

**Rowley-Ashworth – A leading legal practice employing 250 staff over 8 offices.**

*“Using the new voice technology, a solicitor can work from any of our offices without any system reconfiguration or cabling. As soon as they log-in the receptionist know they are 'in' and can transfer calls to them on the same extension regardless of their location. The other advantage of the system is that we can make more of our professionals available more often, by allowing them to pick-up calls dependent on the call type. We have two principle parts to our business, personal injury and employment law, we can now distribute these calls across the entire organisation dependent on who is available at the time.”*

### **It provides more choice...**

#### **Royal College of Radiologists**

*“Staff can work flexibly by logging themselves into any IP phone using a unique ID and if staff members need to move around the building, calls can be re-routed to them according to the caller ID. This enables calls to be diverted for example to a mobile or a voicemail, or re-routed back to the receptionist after so many rings.*

***By initiating special dialling routines the college has been able to ensure that staff members are always available to receive important calls.***



*Other functions such as faxing from the desktop, speed dialling, and caller line identity have all helped to improve the level of service staff at the college can offer its members.”*

### **It's integral to the core business process...**

#### **I'Ansons – Manufacturer of animal feedstuffs**

*“The key to the success of this new project was procuring a telephony system that could seamlessly integrate with the Microsoft Dynamics AX CRM solution....not only was the integration very simple as was based on Microsoft technology, but we could run everything over our local area network on a single cable.”*

## 4 This sounds great, but how can my business benefit?

### **More agility – A holistic approach to business communications management**

Embracing the telephony revolution will enable you to re-define not only the way you communicate, but your entire approach to business management. Every aspect of your operations will be touched by this new phenomenon. Communications will envelop your company enabling you to gain competitive advantage by maximising the return from your technology infrastructure, reducing your overall costs and most importantly spending more time interacting with your clients.

These are just few of the key areas where the new software-based voice solutions will free you from the chains of the past, empower your people and bring fresh new vigor and agility to your business.

### **Choice of communication tools via the desktop**

A telephone call is not necessarily best communication tool for the job. Users now enjoy a suite of communication options, including IM (Instant Messenger), voice, video, email, application sharing and conferencing, all of which are available via the desktop but managed centrally by the business.

### **Simple, centralised management and support**

Traditional telephony systems were built on the assumption that once your staff were in place they never moved, they never needed to work from any other location, they never left, and of course nobody joined. Any change that did occur required planning, technical resources and cost.

A business based on a rigid framework that cannot react quickly to change will result in loss of business, market share and opportunities.

The new system will enable you to break free from the rigidity of the past by offering a single point of management and control for adding new users or moving existing users. Once users that have been moved have logged-in to the system, their phone details including address books, and speed dials, move with them without having to re-key any additional information.

The system is very simple to operate and manage and incurs no additional cost.

### **Enhanced efficiency through flexible working – mobilising your workforce**

A competitive business needs a dynamic workforce, a workforce that is available as much as possible to its clients. In order to provide this you need a communications system that lets you extend your reach beyond the bricks and mortar of your office building.

The new technology will allow you to choose where and when your staff work. Whether they are home workers, mobile workers or whether they operate from several different offices, they will always be available on the same extension number, regardless of their location. As soon as they log-in they become 'tele-present' and the receptionist can then transfer calls directly to them. If they direct the call to voice mail then the message is sent automatically to their e-mail and can be picked up whenever they access their emails.

Flexible working can significantly increase an employee's productivity and make them available more often to support a business. This helps when there are staff shortages, short-term peaks in business demand and other times when business may be lost through lack of available resource.

### **An integral part of your IT infrastructure**

As IP telephony is essentially a data system, you can open up more possibilities and maximise the benefits of your existing IT infrastructure by integrating it into your other applications such as Microsoft Outlook, CRM, sales and customer support systems. Information can be 'pooled' and is available at the click of a mouse for every caller.

### **Compliance with policies and procedures**

There are many new communication devices available on the market today. However for a business to use them effectively there needs to be a consistent approach to administration and support, with no effect on security, and the ability for the architecture to be managed centrally and deployed via the desktop. And this is exactly what the new systems do.

### **Pay you Grow**

The rigidity of the old PBX telephony systems went beyond the restrictions it placed on the infrastructure, it also defined how you could grow within the term of the lease and set strict limits on the number of applications that could be used with the system.

The new systems free you from all of this. As they are based on a software license system they can grow as your organisation grows. They are not proprietary so you can choose the handsets and headsets to suit your budget and requirements, and you can upgrade whenever you like without involving a third-party. The 'open' nature of the systems mean that you will never need to buy another telephony system again – you just grow and evolve the one you have now.

The new systems will also enable you to integrate your voice into other disparate business systems in the future such as security (CCTV and access control) and building management systems.

### **Create business specific applications**

Another significant advantage of integrated communication systems is that it enables businesses to set up applications that are specific to their business. Examples include, employee time management systems, call centre operations to manage sales campaigns and/or multiple franchise support and order processing systems that integrate directly with the warehouse for an automated delivery service. These applications are simple to set up and in many cases do not involve any additional cost.

### **Business Continuity**

One of the worst-case scenarios for any business, large or small is a major failure of their telephony system. The loss of potential new business and the damage to existing business can in some cases cause a business to close.

The increased flexibility that the new systems bring, means that calls can be easily routed to another location for a short period so that no communications are lost, e.g. to a home office or another branch office in the organisation. The incoming caller would not be aware of any telephony down time.

### **Reduced Capex and Opex**

Major savings in operating and capital expenditure can be achieved using this new technology. Call charges can be reduced or eliminated altogether,

between branch offices and other locations when they are connected via the company intranet, including remote and mobile workers.

Further, the new voice offerings run on the existing data infrastructure using the same servers, cabling, and PCs. No longer will you have to invest in a separate cabling system and expensive third-party support contract, for your voice network and as they can be supported by your current IT contract.

### **Mini-case study I'Ansons,**

#### **Sector: Manufacturing**

Established in 1900, I'Ansons Brothers Ltd. is a fourth generation family business that manufactures premier animal feedstuffs from its headquarters in Masham, Yorkshire. From a small shop I'Ansons has grown to be a £20M business, serving 3000 trade and direct customers in over 25 countries world-wide.

#### **Challenges: Out dated technology, slow manual processes, no collaboration between departments**

I'Ansons sells animal feedstuffs directly to farm customers and ingredients into the agricultural trade. The majority of business is conducted over the phone, with customers placing orders for both delivery and collection, with a small team of sales administrators. The order is recorded manually and passed through to the factory.

The key challenge facing I'Ansons was how to process orders more efficiently, to reduce manual systems, and to offer an even higher level of service and flexibility to its customers. Andrew Birch, IT Manager at I'Ansons explains, "We wanted to implement systems that allowed our staff to access information about customers accounts more quickly. Our aim was to be able to provide both farmers and our trade customer with fast efficient service on the phone without the need to place them on hold or call them back. We wanted rapid access to information and intelligent interrogations that would allow us to process orders with a minimal amount of information, speeding the whole process up."

#### **Solution: A new unified "telephony driven" IP infrastructure**

In order to improve the efficiency of this operation I'Ansons conducted a thorough review of its entire technology infrastructure, including its manufacturing processes, CRM and IT platforms, and its aging TDM telephony system. Following this review I'Ansons decided on an ambitious plan to implement a fully unified IP-based infrastructure and a new ERP system that would be driven by the

incoming telephone orders. Birch explains, *“The key to the success of this new project was procuring a suite of products that could seamlessly integrate with each other. Having selected Microsoft Dynamics AX as our ERP solution, it was vital that we find a telephony system that met the same technological standards and provided similar levers of customisability as the Microsoft products we had chosen”.*

**Results: More contact, more collaboration, more efficiencies, lower costs**

*“In short, the new system has been fantastic, the users really like the fact that the screen will pop-up with all the client’s details as soon as the call comes in providing them all the information they need at their finger tips. The system also gives us the option to record calls and attach the recording to the customer file, thus creating a complete record of a transaction if required”.*

*“The improved efficiency has allowed us to be more proactive in our order management. Efficient order processing has given us the time and the information required to anticipate monthly orders, calling the farmers in advance to schedule a delivery rather than wait until they call us. This has all contributed positively to our commitment to provide the highest levels of customer service as well realising savings resulting from improved efficiency. Another, major saving is the cost of administering the system itself. In the past this was all carried out by an annual maintenance contract; moves and changes could only be carried out by the service company. Now all system configurations can be carried out “live” without the need to involve a third party.”*

**Mini Case Study – HSJ Accountants**

Established in 2003, HSJ Accountants (“HSJ”) is a full service accountancy practice that provides high quality private and professional accountancy services within the South Wales region and employs 14 staff at its brand new offices in Tredegar Park, Newport.

**Business Challenge – A growing, ambitious organisation, moving to new premises and adding new business services**

From conception, HSJ enjoyed considerable growth, and after just 18 months had already outgrown their offices. The new site at Celtic Springs would provide them with room to grow and reflect the right image of a modern forward-looking accountancy practice. The move also provided HSJ with the opportunity to review their future telephony requirements

HSJ had a number of specific challenges that it wanted to solve with the new telephone system including:

**Mobility**

With new offices there was uncertainty over which members of staff would go into which office, therefore they wanted the facility to move staff around quickly without having to perform complicated configurations or involve the expense and inconvenience of calling out an external engineer

**Greater call transparency**

Needed to itemise individual client calls for accurate re-charging of time and expenditure.

**Support additional revenue streams**

The company wanted to maximise investment of its new office space and take advantage of spare capacity by offering serviced office facilities for small, local companies. The new communications system needed to enable a centralised reception facility to take and transfer calls for all the different businesses.

**Support diversification of business services**

HSJ also wanted to establish a new financial services business, therefore they required a system with the ability to record all calls to meet the latest FSA (Financial Services Association) guidelines.

**Future-proofed system**

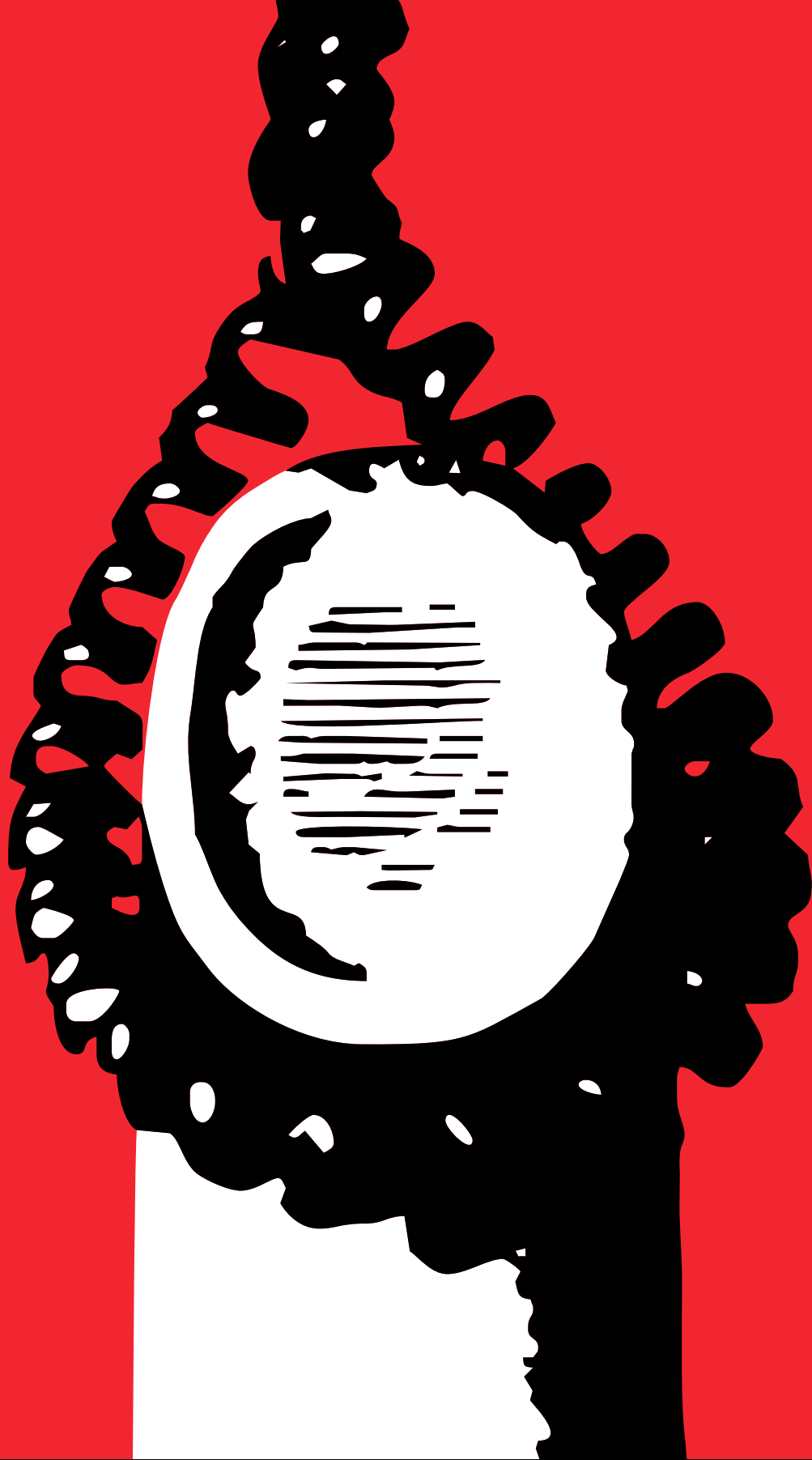
The company wanted a telephony system that would meet its requirements now and in the future, without having to replace it again.

Spokesperson, Kay Hussey said *“What impressed us about the new voice offering was that it was a “pure” software based system and therefore completely independent of any legacy hardware or infrastructure”.*

**Results – A flexible, future-proofed system that meets the ever changing needs of the business.**

Kay Hussey explains, *“Accountancy practices can by nature be quite conservative, and this is especially true when it comes to technology. However, once we all realised how simple and convenient it was, and that we could click on any of our contact database numbers and be automatically connected, we were soon won over by the extended functionality and ease-of-use.”*

Now, it is possible for staff to log on to any PC and make or receive a call, providing complete mobility. When new staff join, then it is simply a case of assigning a new user ID.



*“The telephone is now one of the only old  
'office systems' left, and is following the same  
path as the typewriter and the telex machine.”*

## 5 I'm convinced! – How can I be part of this new world?

The great news for all organisations, regardless of their size or IT infrastructure is that migrating to the new world of integrated voice communications could not be easier.

In fact, it is easier to move on than remain with the old technology. Here are the reasons why:

### **The Infrastructure is already in place – no capital investment**

Unlike the old TDM telephony system that needed its own cabling system, proprietary hardware and a dedicated room to install it, the infrastructure for an integrated communications system is likely to already be in place. The minimum requirements are just a server and an IP connection. If you are already running a Windows based network then the application can be installed on your existing server within minutes. It is then just a case of installing client software onto the local desk-top or lap-top PC then plugging a USB handset/headset into your desk-top or lap-top, and you're up and running.

### **The skills to implement, administer and support are already in place**

With the new systems, voice is just another “data” application, no different than any other application that runs on the server. This is another major benefit from the old TDM world, no longer do you need an expensive specialised annual support contract, whereby you have to call out an engineer to do even the most minor of changes. The new solution can be supported by your existing IT support engineer, and all the administration can be done by the office manager.

### **An intuitive system that is easy to use**

Like most software-based applications the new voice systems are icon based and driven by the computer mouse. Once the transition has been made from the old system to the new, most staff will be comfortable using the system and enjoying the new connectivity options within 30 minutes (see case study below). This means that the benefits can be realised within moments of going live. The receptionist will know immediately who is logged into the system and who is still on voice mail, and from the very first incoming call the screen will “pop-up” with the clients details so a personal greeting can be given.

It really is as simple that.

### **Mini Success Story – Making the leap to integrated communications**

Client:Rowley-Ashworth solicitors  
Sector:Legal Profession

Rowley Ashworth is a prominent legal practice that has been in business since the beginning of the 20th Century and deals with cases throughout England and Wales from its 8 offices.

### **The Challenge – Expensive moves and changes, out-dated system, no ability to introduce new integrated functionality, limited cooperation with external legal representatives**

The company has recently gone through a period of growth and expansion, and as part of that process it needed to replace an aging TDM telephony system that lacked the capacity to meet the needs of the business and was very expensive to support. Harvey Chahal, IT manager at Rowley-Ashworth explains the problems, "The company has not been shy of embracing new procedures, technology and processes if it believed these would make it a more proactive and efficient practice. Our old telephone system however was holding us back. Not only was it very limited in terms of the features that it offered, it was very expensive to maintain and support. Each time we wanted to add a new employee or move an existing employee to another location it was a major exercise in manpower and financial expense."

#### **The Solution – A "pure" IP based voice solution**

Rowley Ashworth spent some considerable time researching the market and had come to the conclusion that an integrated voice solution using a "pure" IP PBX would satisfy the company's existing and future telephony requirements.

#### **The Roll-out**

The trial installation was a success and the company decided to implement the system throughout the Birmingham office and then roll out it out to the other seven offices.

Chahal describes the roll-out process, "We developed an implementation plan for each office with our partner OneSource, it was decided that, rather than run the old and new systems together in parallel, we would make a clean changeover at each office. All the moves were conducted over a weekend, we shut down the TDM system on the Friday, together with our partner we installed the new system on the Saturday, and we went live on the Monday. The staff were asked to arrive early on the Monday morning for an induction training session and after that we were alive and working."

In the two years since the Birmingham office was installed, Rowley-Ashworth has now installed the new system in most of its regional offices with Cardiff and a second London office being added next year.

#### **The Results – Huge savings in telephony operating costs, enhanced functionality and cooperation, and a system that will grow and evolve with the business**

Since the new installation, Rowley-Ashworth has enjoyed a major improvement in its office efficiency and made significant cost savings. Chahal reviews the results so far, "First and foremost, the acceptance by all the staff was very good, even senior lawyers that were used to using the old type phones quickly embraced the new time saving features that the system brought them. It did not take long for them to recognise that using just a few mouse clicks enabled them to set-up conference calls, make calls directly from their contact in Microsoft Outlook. A major leap forward from the technology they were used to".

Chahal sums up his experience of using the new solution, "The real beauty of the system is that I can treat it in the same way as any other application that runs on our network. I do not need any additional hardware or cabling infrastructure, or a third-party support contract and, unlike our previous TDM system, it will evolve and grow as our business grows."

## 6 Frequently Asked Questions

**Q: If I decide to adopt the new voice solutions do I have to rip out my old TDM or can they run in parallel?**

As the previous case study on the solicitors “Rowley Ashworth” and others have demonstrated it is possible to move directly from your old system to the new technology without retaining your incumbent PBX. However as the new technology does not need to use the dedicated infrastructure of a TDM, then you can keep the old as a back-up to provide that extra degree of confidence.

**Q: Do the new business offerings provide the same telephony features as the old ones e.g. conferencing and voice mail?**

Yes, not only do they have the same standard features they offer a lot more, such as integrated voice recording, the ability to set-up conference calls without involving a third-party, voice messaging that is accessed using your email, and intelligent call-routing and scripting that allows you to tailor the system to your requirements.

**Q: I am a very small business - working mostly from home can I still use the new solutions?**

These solutions are suitable for any size of organisation from Small Office / Home Office (SOHO) operators to large corporates with many thousands of extensions. In fact these solutions provide the SOHO user with the benefits that used to be price prohibitive and only available to corporate users.

**Q: I have heard that the voice quality on these new systems is not as good as the old ones. Is this true?**

This is a legacy of the first consumer based VoIP offerings that ran on a peer-to-peer basis from individuals' private PCs. The 'business class' software based PBXs now on offer from professional vendors has now completely dispelled this fear, and the huge take up of new systems suggest that the industry has made its own decision. As long as the organisation has an adequately engineered network infrastructure then quality, both of service and of voice, is no longer an issue.

## Appendix

### About the Author

Günter Junk's previous experience includes 10 years at Cisco where he held a number of senior management positions including VP Sales & Managing Director for Cisco Systems Germany and more recently Chief Operations Officer for EMEA, responsible for Sales operations and Product Marketing. Prior to this Gunter Junk held a number of senior Sales Management roles in his 10 years at Hewlett Packard, Germany.



### About the sponsor – Swyx

The last telephone system you'll ever need.

In the current climate, every business has to scrutinise every investment more carefully than ever to ensure they are getting the very best value. This is true particularly when it comes to telephony systems, where choice is plentiful, and technology moves so quickly that traditional telephony technologies are already becoming obsolete.

Swyx develops software-based telephony systems that work like any other software application, such as email, instant messaging and CRM, through your existing data network and server application. So you can take full advantage of all the benefits of business-class VoIP – without having to invest in expensive new telephony hardware.

In addition, the Swyx system has the potential to build into a powerful business tool. Because a Swyx system is Microsoft Windows based, it integrates seamlessly with your existing IT infrastructure, including all your individual business applications such as security systems, Office applications, Finance and CRM systems and customer support infrastructure, giving you one seamless communication system that will move and grow with your business no matter how many people, sites or locations you expand into.

Swyx is constantly developing its solutions to meet the changing needs of your business. So whatever

your business, and whatever your stage of development, choosing an IP telephony solution from Swyx will give your business more possibilities, more agility, more choice and more communication, making it the last telephone system you'll ever need.

Swyx was established in 1999 and now has offices across Europe, with headquarters in Dortmund, Germany. Today the company is recognised as a market leader for IP telephony in major European countries and has enabled in excess of 4500 businesses across the continent to take advantage of the business benefits of IP telephony and associated applications. Swyx is renowned for its product innovation and superior business understanding, and its achievements have been recognised many times through technical and business awards, journalist and analyst comments and reviews, product tests and customer testimonials.

Swyx's management team and supervisory board are recognised industry leaders who have all held senior positions within the telecommunications industry. Everyone at Swyx is dedicated to providing world class IP telephony solutions and applications that continually push the boundaries of what is believed possible, while continually delighting its customers and business partners by providing the best possible products and services to make them more competitive in their markets.

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