



Press Release from SpliceCom



Former Zultys No.1 Joins SpliceCom

1st December 2006 - Chorleywood, UK: SpliceCom, the IP convergence company whose award winning **maximiser** platform combines voice, video and web enabled IT applications at the desktop today announced that Martin Bond, who until very recently headed up Zultys in EMEA, has joined the company as Vice President of International Sales.

Bond's primary role will be to kick-start sales of **maximiser** and the Proactive Communication Station (PCS) range of terminals in territories outside of the UK and Ireland. This will ensure that SpliceCom has the infrastructure in place to satisfy the International demand for its robust and feature rich Pure IP solutions, which has been growing steadily over the past twelve months.

With more than 20 years experience in the IT and telecommunications industries, based both in the UK and the US, Bond has performed a variety of target carrying, front-line sales roles with both regional and global responsibility. Prior to his position of General Manager EMEA for IP PBX manufacturer Zultys, Bond spent time researching the international market for other US IP-PBX based start-up's. Previously as VP of International Sales for US based Mapletree Networks, he quickly established a \$20 million international business primarily in the VoIP market sector, whilst at UK based Tricom Communications he helped to grow the company from its inception during his ten-year tenure, and held a Director level Product Marketing position. Bond's industry inception and initial experience was gained with Watford UK based, Case Communications.

"I'm extremely excited to be given the opportunity to widen the sales of such a successful, innovative and award winning product range to the Global marketplace," said Bond. "We've proved over the past four years that the tremendous functionality and user benefits offered by **maximiser** allow us to compete effectively and win business, going head-to-head with our peers who are ALL global brand name vendors, in one of the most competitive markets in the world. Like the original product design, I have a clean sheet of paper on which I can start planning – I just can't wait to get started on the back of the UK success to date"

"It's now five years since we started the business," stated SpliceCom CEO, Sean Harding. "After four years of UK sales we're a profitable company and have achieved a 15% market share when it comes to Pure IP PBX system shipments. Now is the right time to start International sales in earnest. Martin is a valuable addition to the SpliceCom team and I'm looking forward to working closely with him as our company continues to develop and grow at an ever-increasing rate. Thanks to our UK Sales Manager, Graham Harris and his team we have experienced impressive successes to date in our home market. Building on this platform we see Martin as a key contributor to achieving the business objectives we've set ourselves to fuel further spectacular growth," concluded Harding.

Bond was introduced to SpliceCom's UK resellers as an integral part of the company's growth plans for 2007 during their recent partner event, held at Bosworth Hall, Warwickshire.

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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