



## Press Release from SpliceCom



### SpliceCom Announce Hosted Web Portal Application Suite for maximiser

10 December 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 today announced a range of ground-breaking, hosted, pay-as-you-go web portal applications for Users and Administrators of their system.

**maximiser** Total Control provides a range of applications for Users and Administrators of SpliceCom's Pure IP Business Telephone System, all of which are accessed via a standard web-browser. These include;

Total Control User Portal – Ideal for use with 3G mobile phones and PDAs (in addition to SpliceCom's IP Phones and analogue phones) this browser based "Phone Partner" application provides;

- Call Control
- **maximiser** Directory Integration (Users, Departments & Contacts)
- Favourites (multi-functional Speed Dials/Busy Lamp Field/Direct Station Select/Line Appearance/Call Pickup keys)
- Messages
- Personal Call Log (including Call Recordings)
- Settings (Call Forwarding, Dual, Ringing, Out of Office, Do Not Disturb, etc.)

Total Control Administrator Portal – Provides Administrators and Departmental Managers with up to the minute information via their web browser, wherever they might be;

- Call Logging (including Call Recordings)
- Billing Information
- Historical Report Generation
- Wallboards
- Virtual PBX Management

"The Total Control application suite for **maximiser** will provide a compelling alternative to purchasing, installing and maintaining the "on-site" equivalents for many organisations," says Robin Hayman, SpliceCom's Director of Marketing & Product Management. "For users, the browser based accessibility to settings and messages means that mobile employees can change their call forwarding status and listen to/forward their emails from any device offering Internet access. For those with 3G mobiles or PDAs, it means that there's no requirement to load applications, not to mention all the on going support implications, in order to access the same business enhancing telephony features as their office based colleagues. For IT Support staff it means there's no requirement to load, support and maintain yet another application on user's desktops and no costly VPNs to set-up and manage to accommodate remote and mobile staff."

SpliceCom's Total Control application suite for Administrators provides a hosted alternative to running SpliceLog Pro call management and SpliceQueue real time wallboards locally. "The choice here for businesses is a straight forward one," explains Hayman. "Purchase the PC and application outright and manage it yourself, or pay monthly and let someone else deal with the provisioning and ongoing support."

All **maximiser** customers' require to take advantage of Total Control's web based applications is connectivity to SpliceCom's Hosting Centre, based in London's Docklands, via an existing Internet link. Built on SpliceCom's recently launched **maximiser** XS platform, service provisioning is automatic and also offers the added benefit of configuration mirroring for Disaster Recovery and Business Continuity. There is also the opportunity for either SpliceCom's reseller partners' or their customers' to brand Total Control Web Portals on an individual basis.

"Through the introduction of Total Control we're able to offer more choice to both our channel partners and their customers," states Hayman. "Pay as you go, or capital purchase. Hosted, or in-house application. It's a win-win situation

for everyone involved," concludes Hayman. Total Control is currently in field trial stage and will be released in early 2008.

### **About SpliceCom**

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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