



Press Release from SpliceCom



maximiser mobility from SpliceCom allows Solutions Inc to keep on the move

10 January 2007– Chorleywood, UK. Solutions Inc has deployed SpliceCom's **maximiser** IP Business Telephone system to unify communications across their two Brighton based offices. Using a mix of Mac based IP Softphones, IP Wireless phones and traditional analogue system phones, the Apple reseller and ISP now has the right communications infrastructure in-place to support their business expansion plans. Key employees can be contacted on a single number, which ever building they're in – or even between them - whilst in-house IT applications, databases and security systems are also being linked to **maximiser** to further enhance the overall business efficiency.

"As an operation well versed in the way businesses can benefit from deploying the appropriate technology, it was becoming very apparent to us that our telephone system was holding us back," said Aidan Bowen, Solutions Inc.'s Technical Director. "We wanted to embrace the new wave of converged IP communications in order to retain a competitive edge and enable growth. As an Apple reseller and ISP we recognize the need to employ these essential technologies in-house in order to best advise our clients as well as to deliver the flexibility without constraint that our business demands," stated Bowen.

Solutions Inc.'s needs from a new telephone system were pretty straight forward; a pure IP design for future proofing, a single system to unify both their sites, single number mobility for those moving between sites and integration with their IT systems and applications. "In the end the choice was made for us," said Bowen. SpliceCom's **maximiser** offered the only true converged solution for Apple Mac systems. As an Apple reseller ALL our in-house systems are Mac based. Having spent the last four years looking for a solution of this type the decision to opt for SpliceCom was simple – it was the only one that could deliver everything we wanted from a business telephone system."

The Telephone Maintenance Group (TMG), SpliceCom's "Reseller of the Year" in both 2005 and 2006, supplied the **maximiser** system to Solutions Inc., removing the existing BCM 400 and replacing it with the new telephone system over a three-day period to minimise any possible business disruption.

"We've now added a secure wireless infrastructure for voice and data from Meru Networks. This is the only product range we've found that delivers predictable bandwidth and over-the-air Quality of Service, allowing us to provide converged voice and data connectivity for our employees over a single Wireless LAN infrastructure. By installing five wireless Access Points in the main building and three in the repair centre our nomadic staff now use SIP WiFi phones from Hitachi as extensions on our **maximiser** system to make and receive phone calls wherever they are – even if they're walking between the two buildings! "

Solutions Inc. don't see the business benefits of their new business telephone system ending with its installation. "Were already using **maximiser** as a SIP Gateway for ClearMeet, the Online Collaboration tool we use and we intend to extend this further by converging voice with all of our office IT systems," says Aidan Bowen. "This includes our Filemaker and SQL databases, our Hansa accounts/CRM application and our Security System which is built around IP webcams with X10 signaling and control." This integration allows telephone numbers to be dialed directly from the databases and accounts/CRM package and for customer records to be "popped" from the same applications on incoming calls, either within the integral PCS 50 browser, or via a standard web browser. The images from the security web cams – and their control – can also be monitored by anyone running the PCS 50, either as an IP Softphone or as a Phone Partner.

Solutions Inc. are already starting to enjoy the rewards from their new telephone system. "In the same way that **maximiser** has unified our communications between sites, it is already allowing our field and internal sales teams to work together in a more cohesive manner," says Aidan Bowen. "Call costs are being reduced through better

management of the overall system, whilst centralized directories reduce the time taken to search for and dial a number. The addition of a customised Auto Attendant to front our Helpdesk support service also means that it's quicker for our customer's to get through to the right person. And finally, because **maximiser** can be managed from any platform, anywhere through a standard web browser, we've been able to "lose" the Windows PC we needed to manage the Nortel BCM 400!"

"To any one starting to investigate Business Telephony, don't underestimate the flexibility of a **maximiser** solution – and don't assume that a telephone system from a global brand name will necessarily be the right one for your business," concluded Bowen.

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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