



Splicecom maximiser - The complete Range



Computer Telephony Integration for Apple Mac...

Delivering identical functionality to SpliceCom's existing Windows application, PCS 50 for Mac OS X works with version 10.2 or later of the increasingly popular operating system. This personal productivity application can be deployed as a "partner" to SpliceCom's new PCS100, PCS 10, PCS 5 or existing analogue desktop phones, or as an IP Softphone. In the latter implementation SpliceCom have harnessed OS X's in built Bluetooth support to allow a suitably equipped headset to work directly with PCS 50 - USB headsets and handsets can also be used. The Apple version also provides the ability to directly dial telephone numbers from the Address Book, supplied as standard with OS X, and FileMaker Pro, the most popular Mac database application. PCS 50 for Mac OS X is supplied as standard with all maximiser systems.



maximiser - What would you like it to be?



In addition to these products, SpliceCom also announced the launch and integration of the CallMedia contact centre solution for maximiser and....

'Extension Anywhere' functionality which makes it possible to hold and transfer calls to and from any GSM phone anywhere in the world.



Homeworking and Mobility for Mac Users

PCS 50 for Mac OS X allows Apple iBook and PowerBook users to remain "at their desk" wherever they may be. For homeworking, Analogue Extension Anywhere allows DDI and Departmental (Group) calls to be delivered to a conventional analogue home phone, whilst PCS 50 for Mac OS X is connected to maximiser across a VPN link. GSM/Mobile Extension Anywhere allows all calls to be delivered to your mobile phone, whilst your Mac links back to maximiser via any one of the Wireless VPN services, such as BT's Openzone. Either way, you'll have access to the very same telephony features, facilities and benefits you get whilst sitting at your desk in the office.

Home and Away Wins for maximiser!

Because maximiser is a British-designed and manufactured product, SpliceCom have the additional advantage of being able to address Global Markets. So, while focus still remains firmly on supporting the UK channel, at this event SpliceCom were also extremely pleased to announce the first International deliveries of maximiser into Australia, via their recently appointed Asia-Pacific Distributor, Pulse Innovations. In a subsequent Press Release, sales and marketing director Jeremy Cooke explained: "We continue to be

amazed at the constant number of International distributors approaching us for distribution rights. It's frustrating that we are unable to deliver engineering priority to country-specific modifications, as onward development of a winning product for the UK remains our absolute priority at this time. However, as Australia is taking a UK-spec, English language product, the opportunity will not detract from our UK focus. The reseller reaction and orders to date Down Under have been very impressive in a short period of time".



Stars of maximiser...

No partner event of this nature would be complete without recognising the hard work undertaken by channel partners - and of their dedication to developing sales of maximiser. So, as a finale to the morning session, SpliceCom were extremely pleased to recognise some of the key channel partners who have helped them to achieve their stunning success to date.

- Top Performing Reseller 2004
Information Technology Communications
- Fastest Growing maximiser Reseller 2004
TMG Telecommunications
- maximiser Multi-site Solution 2004
Enabling Business
- maximiser Application Development 2004
Comec Voice and Data
- maximiser Technical Support 2004
Datatel Communications

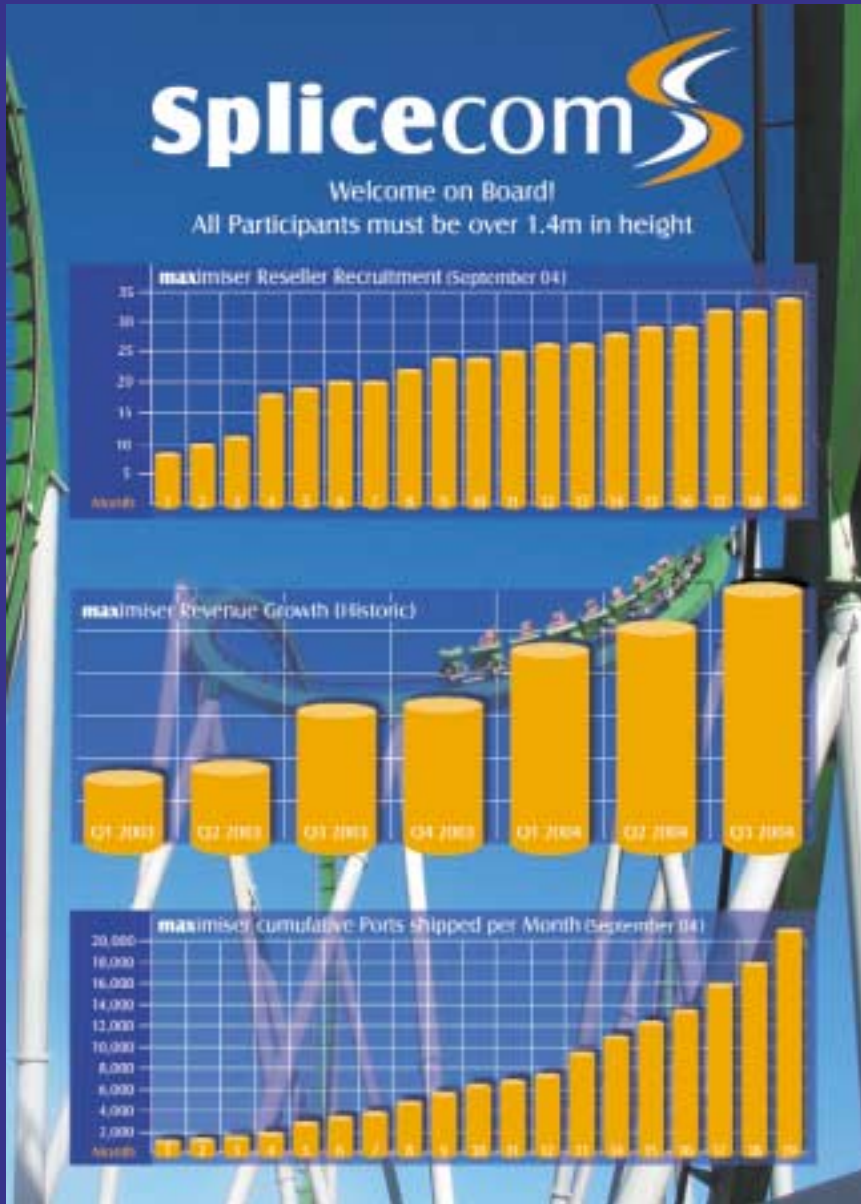
Differentiation=Profitability

As a totally open platform, maximiser allows resellers to completely modify and change the user interface of the PCS applications. Such flexibility provides the ability to satisfy the customer needs as defined by the customer.

Comec Voice and Data have done just this to create a genuine vertical market opportunity.

The solution which has been put in place as a result has enabled Doctor's Surgeries to provide out-of-hours call recording and a complete suit of solutions to satisfy the demands of out of hours medical services.





SpliceCom Drive Success

Over 100 SpliceCom partners from 35 authorised reseller companies took time out on 6th October 2004 to come to Brocket Hall for SpliceCom's first off-site partner conference.

It was a landmark of achievement for the company, marking 18 months in business, 35 partner companies on board and 25,000 ports of the maximiser Business Telephone System installed to date. With a packed agenda of business in the morning and fun in the afternoon, driving was definitely the name of the game - so whether it was driving business growth, driving golf balls or driving various motorised vehicles at high speed through the mud . . . this day had it all!

Listening to the Channel!

SpliceCom asked their partner channel four vital questions:

- What do you want maximiser to be?
- What do your customers want maximiser to be?
- How can we help you grow?
- How can we improve our service to you?

This approach clearly demonstrates the business ethos which made the directors' former companies so successful. Both SDX Business Systems and Network Alchemy were built on the premise of understanding what their customers and channel partners needed from them as manufacturers.



Brockett Hall

In a survey of reseller satisfaction, completed by all existing authorised resellers...

- 93% OF ALL RESELLERS BELIEVED the Account Management and Sales Support services were either Good, Very Good or Excellent.
- 94% OF ALL RESELLERS BELIEVED the maximisers product features were either Good, Very Good or Excellent.



3 NEW Mid-range handset terminals...



At £24.95, a business class phone providing clear access to maximiser and voicemail features



At £54.99, pre-programmed with single key access to maximiser's most used features



At £175, mid-range IP telephony that performs as well as any top of the range digital terminal

Baby Splice is born....

4140 Remote Call Server - £1900.00

The 4140 Remote Call Server, affectionately known as 'Baby Splice', is a sophisticated ISDN business telephone system with IP, analogue and voicemail - all for less than £2,000. For larger organisations seeking an IP-enabled branch office solution or for the standalone small business user, Baby Splice provides

the most cost-effective means of achieving these requirements - delivering the perfect 'small of large' offering in extended maximiser networks of up to 5,000 extensions.

Features include up to 8 basic rate ISDN trunks, up to 15 primary rate trunks, up to 40 extensions (IP and/or analogue) a 4 port, 10 hour voicemail / auto attendant, 10/100 LAN Port plus IP WAN interface and an integrated Apache web server.



The unit is extremely flexible giving the user from 2 + 8 up to 23 + 40 ISDN Trunks and IP or analogue extensions.