



## SpliceCom increase UK IP-PBX market-share to 14%

In the latest figures published by leading industry analysts MZA, SpliceCom's **maximiser** business telephone system accounted for 14% of the pure IP telephone systems shipped in the UK.

The MZA report for Quarter 1 of 2005 (January to March), shows SpliceCom out selling global "brand" names, like IP Telephony pioneer 3Com, by a factor of 2:1 in the fastest growing segment of the PBX market.

Looking at sales of all types of telephone systems - traditional TDM, Hybrid TDM and IP/IP Enabled and Pure IP-PBXs - over this period shows SpliceCom out performing several long established players in the telephony marketplace, including NEC and Philips.



Source: MZA

## SpliceCom Land 2nd Award for Product Innovation

This year's Comms Channel Awards were presented at a gala dinner on the 12th April 2005 at the NEC Metropole Hotel. SpliceCom's client productivity tool for the Apple environment - PCS 50 for Mac OS X - was recognised by a panel of industry specialists as "The Most Innovative New Product or Service." The judges supported the award by saying "SpliceCom's PCS 50 for OS X is a truly unique application as it enables the delivery of advanced business telephony to the rapidly expanding Apple Mac community for the very first time."

SpliceCom Managing Director & CEO Sean Harding collected the award in front of over 600 leading figures in the UK comms industry from MC Rory McGrath (of "They Think Its All Over" and "Who Dares, Wins" fame) and Mark Saunders, Director of Resale, from the award sponsors Gamma Telecom.

This is the second year in a row that SpliceCom have won such an award. At the 2004 Comms Channel Awards SpliceCom's **maximiser** scooped the "Most Innovative Product or Service" in a section targeted at new companies under 3 years old. In support of the award the judges felt that; "In a very competitive field SpliceCom's **maximiser** stood out as being a highly commercial proposition for the channel, delivering the innovative applications that have become the trademark of the management team who have once again put together a winning product."



## maximiser Contact Centre for Fat Face

SpliceCom have delivered a business telephony and contact centre solution across two sites for active lifestyle clothing brand Fat Face.



As well as its high street retail outlets, Fat Face provides a web-based storefront for Internet based orders and queries. The catalogue sales division is utilising SpliceCom's Callmedia for **maximiser** Contact Centre solution to enable the Fat Face call centre agents to handle and prioritise phone calls and emails.

The SpliceCom solution, provided by Hampshire based reseller Datatel, has enabled Fat Face to upgrade customer service levels, providing a far greater depth and breadth of information than their previous Avaya equipment. The Fat Face call centre is connected to the head office via a 10Mb LAN Extension Service (LES), which passes voice calls and data between the two sites. Calls arriving at the call centre, or the head office, are now distributed seamlessly to employees or contact centre agents as appropriate, no matter where they may be located. This allows all business applications to reside and be managed within the IT Centre, located at the Portsmouth Head Office, rather than the call centre.

With two **maximiser** Call Servers - one on each site - handling all calls on a business-wide basis, Datatel have delivered a single, fully distributed, telephony solution that can be centrally managed. Callmedia for **maximiser** provides advanced contact centre functionality, detailed real-time statistics and historical reports. All applications, including the Callmedia Server, are physically installed at the head office and implemented using Citrix thin-client terminals at the call centre.

## Extended SMS

Text messaging support for **maximiser**...



Text messaging is becoming used by businesses as a method to contact employees and customers alike.

By providing integral support for SMS text messaging within **maximiser** via the PCS 400 IP Phone and the PCS 50 IP Softphone / Phone Partner application, SpliceCom have unified this

popular form of messaging with voicemail and email for their customers. SMS dial options for Contact, User & Department directory entries activate a text entry page, allowing messages to be drafted and sent.

The format of **maximiser** generated text messages allows any reply to be automatically routed to the appropriate User's **maximiser** mailbox - alongside voicemail and missed calls - where it can be clearly identified.

**maximiser** also uses SMS as the underlying mechanism to allow text messages to be sent directly between employees using PCS 400s and PCS 50s. These messages are routed internally across the IP infrastructure, without the need to access the GSM network.



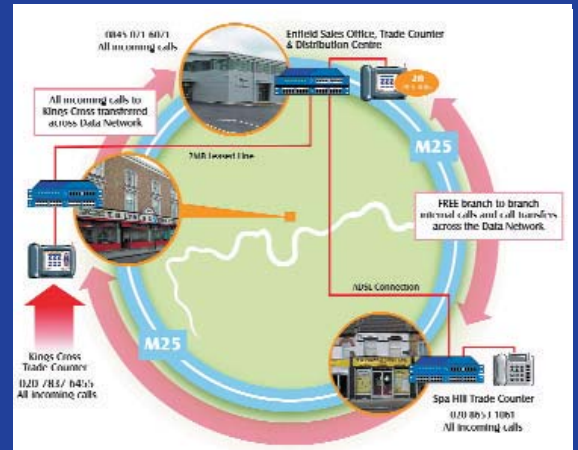
## maximiser helps T G Lynes to provide "Business as Usual"...

When you're totally transforming your organization and investing £3m+ in new state-of-the-art premises to completely revolutionise your customer service capability, sometimes all you want your customers to know is that it's 'business as usual'.

SpliceCom's **maximiser** allows Builders Merchants and Ironmonger T G Lynes to expand their operation through the purchase of a new purpose-built head office, warehousing and distribution facility in Enfield, whilst retaining their well known King's Cross sales number.

Most potential suppliers recommended the use of Call Diversion or a 0800 number, options which would cost the company money for every call made. In addition the use of an 0800 number would provide a frustrating announcement to those using mobile phones - the majority of T G Lynes customers'. SpliceCom reseller Echo Communications solved this problem by installing a **maximiser** Call Server at the King's Cross & Spa Hill Trade Counters and the new Enfield facility. The three sites were then linked over T G Lynes' Wide Area Data Network, to provide a single, distributed business telephone system.

TG Lynes now use a 0845 main number, to assist with marketing campaigns. The much-used Kings Cross number has been retained, with calls to this number being routed across the WAN to the Sales Team at Enfield. **maximiser** has provided a perfect solution, which enables customers to continue to call the same telephone number and speak to the same people, even though they are now located over 12 miles away, with the added benefit of there being no additional call costs involved. Needless to say, T G Lynes are extremely pleased with the result. Their profile in the industry has been maintained, their customers' have not had to remember any new numbers or receive annoying messages about freephone numbers on their mobile phones - and yet they can still provide all the benefits and advantages that the new Enfield facility can offer.



## SpliceCom Launch Call Management, Call Recording & Call Centre Applications

SpliceCom and call management specialists Tri-Line have jointly developed a range of applications for **maximiser**.



SpliceLog - A Call Management system specifically designed for **maximiser** with a "near-zero" configuration requirement. Web-enabled it allows information and reports to be accessed through any standard web browser - including SpliceCom's PCS 400 IP Phone and PCS 50 IP Softphone/Phone Partner.

SpliceRecord - An add-on to SpliceLog allowing automatic and/or manual call recordings made on **maximiser** to be stored, searched, played back and archived. Completely integrated with the Call Management application, it allows call recordings to be searched for on a wide range of criteria. Calls with an associated recording are displayed with an accompanying 'loudspeaker' icon, which, when clicked on, streams the audio direct to the user's web browser - no client software whatsoever is required.

0060	00:00:04	0.042	🔊
0060	00:00:45	0.042	🔊
0060	00:00:02	0.042	🔊
0060	00:02:33	0.042	🔊
0060	00:00:00	0.042	🔊

02:52:35 £ 2,188

SpliceQueue - provides real-time queue and user status information for help-desks, customer service teams, and other Informal Call Centre requirements. A desktop client application (Windows & Apple Mac OS X) shows overall performance, queuing calls and calls in progress information.

SpliceQ Desktop Client		Summary
Queueing	1	Queue
Longest wait	00-09	Users
Normal wait	00-14	
Active	1	
ANS	27	
LOST	17	
		Exit

## maximiser Speaks for Itself

SpliceCom have joined forces with Cepstral, allowing the US based company's Swift Text-To-Speech (TTS) engine and voices to be embedded within Enhanced Speech Processing (ESP) for **maximiser**, the VoiceXML base Interactive Voice Response (IVR) application for SpliceCom's award winning business telephone system.

"The addition of Cepstral's speech technology to our ESP platform allows **maximiser** customers to utilise high quality Text-To-Speech for everyday business tasks that require dynamic content. Our first implementations have ranged from the setting and generation of hotel wake-up calls to the announcement of phone numbering changes for a converged telephone system spanning 12 sites. The voices sound great and provide our customers with the flexibility to easily deliver a wide range of information over the phone, or across the network," said Sean Harding, SpliceCom's CEO.

"We are extremely pleased to be working with a British company that is successfully delivering a well productised and scalable IP telephony system via the channel. Our new high-quality server voices are a perfect fit for SpliceCom', delivering extraordinary vocal quality at an extremely competitive price. This will allow the widespread benefits of Text-To-Speech to be experienced by a far wider range of businesses," stated Kevin Lenzo, CEO and co-founder of Cepstral, LLC.

## PCS Operators Console

SpliceCom's PCS Operators Console has been specifically designed to elevate business productivity and enhance the overall company image at the main point of customer contact by delivering an improved operator service. By combining all aspects of the PCS application together within a single window, SpliceCom's PCS Operators Console has been specifically developed to partner the full family of phones. The Console runs under the Microsoft Windows or Apple Mac OS X operating system and can be alternatively used with a USB/Bluetooth, handset/headset as an IP Softphone. The PCS Operators Console can also be deployed with a touch-screen monitor to deliver direct operator control.

