

SwitchIP Signs BT Wholesale Contract for InPurple

Improved reseller access to low cost, high quality IP-based networking

London UK, 21st October 2004 – SwitchIP, the first company in the world to provide proven Quality of Service standards for voice, data and video conferencing over broadband, has announced that it has signed a contract with BT Wholesale that enables it to purchase BT DataStream direct – one of InPurple’s key components – instead of relying on third party suppliers. This will enable SwitchIP’s existing and potential reseller partners to buy the entire InPurple network architecture from SwitchIP through a single, effortless transaction.

InPurple delivers all its content using BT’s UK-wide broadband network, but SwitchIP owns and maintains connections into BT and the Internet in order to provide its unique Quality of Service and centralised management capabilities. This combination provides a seamless network that delivers exceptional functionality at a previously unaffordable price point. By buying BT DataStream directly, SwitchIP has further increased the control it has over the installation and maintenance of the entire InPurple network architecture.

Since its launch earlier this year, InPurple has provided SwitchIP’s parent company, Switch Communications, one of the UK’s leading systems integrators, with a major differential that has repeatedly clinched IP-based contracts – dramatically increasing the success rate for installing its Alcatel, BT and Cisco hardware. This is because InPurple offers a way for systems integrators or resellers to sell IP projects into companies and market sectors that have traditionally shied away from IP because of unfounded fears about perceived costs, disruption and doubts over network performance.

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“Now that we have a direct purchasing relationship with BT Wholesale for BT DataStream, we can pass the benefits offered by InPurple – the first secure and affordable network for voice, data and video – on to the channel in an even more effective and efficient way. This means that it will be even easier for voice and data resellers to offer InPurple across their customer bases and to take advantage of a proven world-class product. It is also a huge boost for our parent company, Switch Communications, and significantly strengthens its position in the UK channel,” comments Stephen North, Managing Director of SwitchIP.

Resellers can apply for Dealer and Wholesale status by visiting www.switchip.net/resellers.php in the first instance to register their interest or by contacting Stephen North on 020 8664 5554.

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Notes to Editors

Headquartered in the UK, Switch Communications is a specialist solutions provider for business telecommunications services. The company provides a complete range of tailored voice and data systems, using both fixed and mobile technologies. Through multi-media portals, integrated voice and data networking, and web-based applications and services, Switch Communications is able to deliver seamless and scalable systems integration across corporate network infrastructures for businesses of all sizes. For more information, please visit: www.switchcomms.co.uk

Editorial Contacts

Richard Wolfe/Nicola Wilson
Portfolio Communications Ltd
Tel: 020 7240 6959
Fax: 020 7240 4849
Email: switchcommns@portfoliocomms.com

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