

SwitchIP Delivers a Snappy Service to Calumet

London UK, 06 January 2005 – SwitchIP, the first company in the world to provide proven Quality of Service standards for voice, data and video conferencing over broadband, has completed the roll-out of its InPurple solution at Calumet, one of the largest suppliers of professional photographic products in the world.

InPurple provides Calumet with a secure, affordable and centrally managed voice and data network that links each of the company's retail outlets, call centres and administration centres. Beating off competition from companies including BT and Cable & Wireless, InPurple was selected as it could provide a significant increase in available bandwidth, while also delivering pre-agreed and measurable Quality of Service (QoS) standards. This means Calumet always has access to crystal clear voice delivery – even during peak usage periods.

Phil Browning, European Technology Manager for Calumet comments: "SwitchIP's InPurple product seemed too good to be true. We predicted that we would need to triple the bandwidth capacity on our network in order to provide the kind of reliable voice and data access our employees needed. That kind of upgrade would have cost us over £200,000 per year using a traditional frame-relay network, yet InPurple was able to deliver an eight-fold increase in bandwidth, high-speed Internet access, a centrally managed network facility and full network security – all of which still cost £30,000 less per quarter than our original basic network.

"So when it came to justifying project costs to our board we were able to present the initiative as a cost saving exercise, while also showing that incredible gains could be made in network performance – and there aren't many comms and data projects around today about which you could say that."

Calumet would normally have faced an up-front charge for the new phones, switchboards, and other hardware. However, as InPurple can use a company's existing legacy equipment, Calumet was able to spread out the migration to IP-enabled phones over the course of several months. "A lot of my peers still say that hardware costs present the biggest barrier to IP adoption and upgrades, but we didn't have any problems at all," explains Browning, "as these costs will be spread over time, and we could gradually phase out equipment as and when required."

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He also points out that, in addition to huge cost savings, and consistently high standards of network performance, InPurple also provides a high level of security uncommon amongst many Virtual Private Networks (VPNs) and broadband solutions.

“Unlike VPNs and WANs, InPurple only needs a single firewall to protect the entire network,” comments Browning. “Previously, firewalls had to be installed at each office or site, which increased the number of ‘exposure points’ at which unauthorised access could occur. InPurple is therefore considerably more secure and it’s also far more simple to manage, as the single firewall is maintained remotely by SwitchIP. So we didn’t experience any of the issues that usually exist in VPN or WAN installations regarding compatibility, scheduled maintenance and daily management of network security – which was a great relief,” comments Browning.

Having seen the improved performance and reduced costs that InPurple has delivered to Calumet in the UK, the IT team are now talking to SwitchIP about the feasibility of rolling InPurple out across all of its European offices.

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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 scaleable systems integration across corporate network infrastructures for businesses of all sizes. For more information, please visit: www.switchcomms.co.uk

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