

## InPurple Cuts Voice and Data Costs at Courts

**London UK, 14 September 2004** – 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 to Courts' 116 UK furniture stores. By selecting InPurple, and changing from an aging ISDN dial-up connection to a single, secure and affordable IP (Internet Protocol) based network, Courts will benefit from annual savings of at least £100,000 whilst increasing bandwidth across its wide area network by a factor of eight.

Mark Gamlin, Courts' Voice & Data Network Manager (UK), explains: "Traffic across the network peaks at the end of the business day, when the IT system polls each of the stores to tell them to dial back and download their trading data. Before we switched to InPurple, we were running over 120 ISDN connections. Data volumes were just going up and up – as was the cost – and we were in real danger of running out of bandwidth."

SwitchIP was also able to defer some of the costs associated with a move to an IP-based environment by integrating InPurple into the existing Courts network. This meant that InPurple could be overlaid across the network without the need to take out any legacy equipment and start again from scratch. SwitchIP therefore provided a cost-effective approach, with the added advantage that unwanted equipment could be turned off as it became redundant – maximising return on investment on legacy equipment and spreading upgrade costs over a longer period of time.

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“The cost effectiveness of the solution was clear from the outset, but we felt many IP-based networks are susceptible to unauthorised intruders and hackers. However, having studied the design of InPurple we were convinced that it is totally secure against intruders and the risks they present to corporate communications networks,” said Gamlin.

The InPurple solution is the latest stage of the relationship between Courts and SwitchIP’s parent company, Switch Communications, which has been supporting Courts’ legacy telecoms since 2002. This began on a local basis, centred on Courts’ IT departmental Headquarters in Surrey, and eventually expanded to provide nationwide coverage for the majority of the company’s 130 PBXs, telephone equipment and cabling.

The initial installation of InPurple was completed at lightning speed in order to minimise disruption, and ensure completion before the annual Christmas shopping bonanza. Gamlin concludes: “Looking back, we didn’t make it especially easy as there were delays from our side in finalising the contract, which set the project back by one month. Never-the-less, SwitchIP pulled out all the stops, and brought the project in on time and to budget.”

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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](http://www.switchcomms.co.uk)

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