

SwitchIP Provides UK Channel With First Secure and Affordable Alternative to Leased Lines

London UK, 18 November 2004 – SwitchIP, the first company in the world to provide proven Quality of Service standards for voice, data and video conferencing over broadband, claims another industry first with the launch of InPurple Procall. Available to the company's channel partners from today, InPurple Procall provides the first secure and affordable alternative to expensive leased lines that typically connect company headquarters into their Wide Area Networks.

InPurple Procall utilises the latest SDSL broadband technology to deliver an unprecedented 2Mb of bandwidth – upstream and down – at a fraction of the cost of leased lines. Furthermore, as it adheres to stringent Quality of Service standards, InPurple Procall guarantees crystal clear voice transmissions, prevents dropped calls and ensures all data is transmitted quickly and accurately across the network.

These major advances mean resellers and systems integrators can offer their customers an alternative – and much more cost effective – way of gaining access to the high speed connectivity, bandwidth and reliability required to send, receive and process the large amount of information that passes through corporate headquarters. InPurple Procall therefore enables SwitchIP's channel partners to work successfully with IP-based technology in price-sensitive markets, and will be of particular interest when responding to tenders for networks that require connections across multiple locations.

In addition, resellers and systems integrators that offer InPurple Procall in combination with the highly successful InPurple Premiercall, will be able to provide their customers with a single, centrally managed network that can support voice, data and real-time video connections – making converged IP-based communications a reality for businesses of all sizes and budgets and helping the UK channel break into this often illusive market. Deployed together, both products also enable resellers and systems integrators to provide uncomplicated yet highly effective network security, as only a single firewall is required to protect the entire network.

[More...](#)

“With the launch of InPurple Procall, SwitchIP’s channel partners have the opportunity to free their customers from the constraints and costs imposed by leased line networks,” explains Andrew Terry, Founder Director of SwitchIP. “We’ve already seen how other products in the InPurple portfolio have transformed the way that blue chip and retail companies, including furniture giant, Courts, manage their communications networks, and we are confident that InPurple Procall will continue this trend – while also setting a new standard in IP-based networking.”

InPurple Procall also enables resellers and systems integrators to present an extremely strong business case to prospective customers, as it minimises the perceived high capital costs and disruption levels associated with upgrading to IP-based networks. This is because all existing equipment, such as phones and exchange systems, can be utilised after the installation, and replaced as and when required. This reduces the initial capital outlay that is often required for other IP-based solutions, and removes one of the most significant barriers to IP adoption.

To find out more about becoming a SwitchIP Channel Partner, please visit <http://www.switchip.net/resellers.php> or contact Stephen North on 0208 664 5554

- Ends -

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

Editorial Contacts

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

Ref : 04- 417