



## SwitchIP launch merges telecom needs

Switch Communications, the telecommunications systems supplier, has launched SwitchIP Ltd, a new company designed to fulfil demand for simple-to-manage, cost-effective voice, real-time and data over IP (Internet Protocol) delivery, at a fraction of the cost of MPLS (Multi Protocol Label Switching), leased line and Frame Relay networks.

The objective is to meet demand for customers looking for one network to realise their converged voice and data requirements at a cost-effective price for the first time. By using the system, customers can link up the head office with any number of UK-based subsidiaries, as well as home and remote workers. There are plans to roll out the product internationally with a couple of customers already looking for this service.

“To date there have been two major barriers to acceptance, the voice and image quality was poor, and costs were prohibitive, which



**Terry: easy to implement**

is why leased lines are still required,” said SwitchIP director Andrew Terry. “This new offering is a secure, affordable voice, data and video network. Savings of up to 40 per cent are possible and the system offers easy migration to IP, even at a later date. This is the first time this product has been available anywhere.

“We can apply the products to customers with three or four locations, or where companies need to link up with home workers. It is extremely straightforward to

install and makes IP telephony much easier to implement.”

The service will be delivered under the InPurple brand, a unique IP VPN broadband product that links voice, video and data communications across disparate company locations. The new xDSL-based service offers a combination of previously unavailable end-to-end security, with reliability and clear voice and image quality, backed by stringent service level agreements.

SwitchIP has identified relevant resellers to distribute the product. Director Stephen North said: “We are inviting resellers who want to be involved with the new product and we are actively looking for channel partners with data customers. That is our next logical step. The initial reaction from resellers has been fantastic. They are very curious about the product, but they do not quite believe it, although they are impressed by the power of the product.”