

## **Switch Communications announces the launch of a new company to revolutionise IP-based business communications**

***\* SwitchIP sets the standard for reliable, secure and scaleable voice, real-time video conferencing and data communications networks \****

**London UK, 28<sup>th</sup> April 2004** – Switch Communications Limited, one of the UK's leading telecommunications systems suppliers, today announced the launch of SwitchIP Limited – a new company designed to satisfy industry demand for simple-to-manage, cost-effective and high-quality voice, real-time video conferencing and data over IP (Internet Protocol) delivery, at a fraction of the cost of traditional MPLS (Multi Protocol Label Switching), leased-line and Frame Relay networks.

Entering the market with a thoroughbred pedigree, and delivering its WAN (Wide Area Network) solutions via globally recognised BT and Cisco products, SwitchIP is the first company in the world to provide proven QoS (Quality of Service) standards for voice and real-time video conferencing over IP by utilising unique and totally secure xDSL broadband technology with MPLS – thereby solving the problems of audio and visual breakdown that have undermined solutions from other providers.

SwitchIP delivers this impressive service through InPurple™ – a unique IP VPN (Internet Protocol Virtual Private Network) 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 crystal clear voice and image quality, backed by stringent SLAs (Service Level Agreements).

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InPurple™ will also complement and integrate with Switch Communications' best-of-breed Enterprise telecommunications solutions – enabling businesses to commission their voice, data, networking and communications projects from a single, reliable and respected source.

SwitchIP's InPurple™ service will be particularly attractive to organisations with multiple UK or international locations and those who have held back from deployment of VoIP because of the perceived high capital cost of migrating to IP telephony. With an InPurple™ network, customers can keep all of their existing equipment and their legacy PBXs can easily interface to take advantage of InPurple's features and benefits – making it ideal for call centre environments.

QoS standards are applied and enforced 24 hours a day, 365 days a year by SwitchIP's sophisticated and proactive network operations control centre (NOCC). Through its InPurple™ portfolio, SwitchIP has the ability to provide trusted converged communications – removing the need for separate voice and data networks, and giving network managers the confidence to route all their company's voice and data traffic over a single secure, high performance IP infrastructure.

InPurple™ produces immediate savings for businesses, as calls to other offices on the network are not charged on a metered basis but are totally free of charge regardless of volume. Costs for calls made to locations outside the network are also substantially reduced. This is because InPurple enables companies to make calls or send faxes from any office and break out of the IP network to the PSTN at the branch closest to the destination of the call. For example, companies utilising the InPurple International products can make a long-distance call from London to the USA, and only pay for a short-distance call within America.

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InPurple also delivers a range of other benefits to businesses, including dramatic reductions in the costs associated with running a WAN, greater bandwidth availability and high-speed centralised Internet access for all users, as well as the potential to add a range of sophisticated call management functions.

Dominic Campanaro, Director of Switch Communications and SwitchIP comments: "UK businesses have been aware of the advantages of deploying Voice over IP solutions for some time but have been hesitant as no-one has yet been able to guarantee call quality or connectivity over broadband – until now. However, InPurple™ shows that QoS standards with MPLS can be applied to voice and real-time delivery over low-cost broadband connections, which is bound to send some serious shockwaves through the industry. Converged voice and data, over a single network, is already bringing significant business benefits to our customers and we have no doubt that voice and video based IP communications finally have the guaranteed low-cost transport mechanism to make a breakthrough."

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

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