



## MEDIA RELEASE

### **Digium defines web-aware unified communications with new version of Switchvox IP PBX**

*Switchvox SMB 4.0 adds new unified communications features to the powerful web integration capabilities of this small- and mid-sized business phone system*

**Melbourne, 27 February, 2009** – Wavelink Communications, a value added distributor of business IP telephony and wireless solutions, has announced the introduction of a groundbreaking new version of Switchvox SMB from Digium, Inc., the Asterisk Company.

Distributed in Australia by Wavelink, Switchvox SMB is a feature-rich, cost-effective Internet protocol (IP) private branch exchange (PBX) designed for small - to mid-sized businesses (SMBs). Switchvox 's unique web-aware capabilities enable integration with web and back-office applications, turning the phone system into a powerful unified communications (UC) platform.

Switchvox SMB 4.0 adds numerous UC capabilities, including support for fax, chat and video calling to improve productivity and efficiency. Switchvox SMB is designed for businesses that want a full-featured voice over IP (VoIP) phone system for hundreds of employees per server at a fraction of the cost of traditional PBXs.

With Switchvox SMB, Digium offers the power and functionality of Asterisk —the most downloaded open source telephony software in the world —combined with advanced, easy-to-use administrative features and, with version 4.0, close integration with several communications methods and the web.

Josh Stephens, general manager of Digium's San Diego operations and co-creator of Switchvox, said, "Switchvox has always leveraged web technologies more than other IP PBXs. Digium has integrated Switchvox with Google maps and web-based CRM software such as Salesforce and SugarCRM.

"Digium has also provided easy-to-use application programming interfaces (APIs) that enable businesses to quickly tie together back-office software they rely on day to day with their Switchvox IP PBX. Now, support for instant messaging, fax and video calling, plus additional interactive voice response (IVR) functionality and a range of new benefits for administrators and users alike make Switchvox SMB 4.0 a truly web-aware UC solution."

Jonathan Ordman, director, Wavelink said, "The release of Switchvox SMB 4.0 marks an important milestone for the telephony industry. This is the first time that advanced UC features have been made available to SMBs that might not have big company budgets, but are as reliant as anyone on their phones, e-mail, fax, chat and video and on the web to improve employee communication and efficiency. "With Switchvox SMB 4.0, Digium brings all of these elements together and significantly integrates the business phone system with the web."



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Highlights of Switchvox SMB 4.0 include:

- fax integration — users can send and receive faxes quickly and easily via Switchvox
- video calling — Switchvox supports video phones that use the codec standards H.263 and H.264
- instant messaging — Switchvox includes a private chat server that uses the widely adopted, open XMPP protocol. The Switchvox Switchboard offers a Chat Panel, or users can select their favourite XMPP-based client
- centralised presence — presence and status details for call and chat activity are visible across multiple peered Switchvox PBXs
- web-aware IVR tools — Switchvox includes many new IVR functions for building custom applications. These sophisticated tools include exchanging sound files with web applications and setting system-wide variables
- unified messaging enhancements — internet messaging access protocol (IMAP) integration provides a standards-based solution for voicemail and faxes. Also, users can customise multiple greetings and e-mail notifications optimised for display on a wide range of devices
- organised phonebooks — employees can organise their contacts into groups and keep multiple phone numbers for each contact. Also, a company directory panel uses type -to-find to help users find extensions quickly for any of their co-workers
- call queue improvements — small businesses and call centres alike will benefit from the ability to log into, log out of and pause a member's status on each queue with a single click, and even add comments that are displayed to supervisors or other queue members
- Switchvox Notifier — a Windows desktop client provides interaction with MS Office applications. Pop-up notifications show incoming caller details and call history, and one-click options let users quickly add Outlook contacts and dial phone numbers
- Switchvox Extend — an XML-based API lets administrators create new extensions and access call logs, reports and extension lists
- more call options — Switchvox supports basic rate interface (BRI) — an important step toward expanded international sales, and HD Voice—high-quality wideband audio delivered via the G.722 protocol.

### **About Wavelink**

Wavelink Communications ([www.wavelink.com.au](http://www.wavelink.com.au)) specialises in the supply, marketing and support of a range of leading edge IP telephony and wireless solutions. Wavelink distributes a range of products from Polycom, Digium and Meru Networks.



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### **About Digium**

Digium, Inc., the Asterisk Company, created, owns and is the innovative force behind Asterisk, the most widely used open source telephony software. Since its founding in 1999, Digium has become the open source alternative to proprietary communication providers, with offerings that cost as much as 80 percent less. Digium offers Asterisk software free to the open source community and offers Asterisk Business Edition and Switchvox IP PBX software to power a broad family of products for small, medium and large businesses. The company's product line includes a wide range of hardware to enable resellers and customers to implement turnkey solutions or to design their own voice over IP (VoIP) systems. More information is available at [www.digium.com](http://www.digium.com).

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