

NEWS RELEASE

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ICON bucks trend with Wave IP-PBX price drop

St Albans, UK, 9th February 2011: Price changes which came into effect on the 4th January this year have made the Vertical Wave IP solution one of the few solutions in the market which offers the end user true value for money, is a deal winner for the Channel Partner and, most importantly, protects the Channel Partners profit margin.

If you are in the business of selling telephone solutions the medium term outlook is for very little growth. The forecast is for around 3% this year. Vendors are responding by offering attractively featured solutions which provide a partial or full UC solution but more often than not the “attractive” features are optional and mean additional cost for the end user. So unless the user has a pressing need for these features they are a not deal winners and are a hard sell.

ICON is going to change all this. ICON is offering Channel Partners a very competitive Wave IP-PBX and UC package which is designed to generate sales and protect profit margin.

Wave IP has always been a leader in terms of features but now, with the launch of the 2011 Channel Partner package, Wave IP is price competitive (and in some bids the price leader) with most of the popular business IP-PBX solutions. Wave IP now offers Channel Partners a low cost highly featured UC solution which can blow the opposition away.

Because of Wave’s “all in one box” philosophy, the customer gets an easy to use CTI Viewpoint with easy access to visual voicemail, call recording, call logging and instant messaging. These features are all included as standard with no additional cost or need for any further servers or operating systems. Add to that the optional fully functional, skills routed call centre, and it is easy to see why Wave IP is an unbeatable package.

When compared with a like-for-like PBX (e.g. with voicemail, call recording, CTI), Wave IP usually comes out on top for both price & functionality. That said, ICON is very aware that in many cases, Channel Partners are selling to a customer whose only requirement is for “a good telephone system” and who does not need the complete package of attractive and powerful Wave features.

However, in such cases it is not unusually to find that even when the Wave is on a par price wise with the competitor’s low featured solution, it wins the deal because the customer can see the value in having a bundle of UC features included at no extra cost.

Mark Shane, sales manager at ICON commented

“We took a long hard look at the market back in late 2010 and it stood to reason that if most of our Wave Channel Partners were pitching against the usual PBX suspects, we needed to bring the pricing of the Wave IP solution into the same range whilst keeping the features that make it a deal winner...and that is exactly what we have done!”

For more information

Contact : info@icon-plc.co.uk

Visit : <http://www.icon-plc.co.uk/vertical/Wave/index.htm>

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About ICON

“Independent Computer Owners Network PLC” has more than 15 years experience of supplying and supporting communications based IT applications. Today it is a leading UK distributor of Vertical IP-PBX solutions, Polycom KIRK DECT and Polycom SpectraLink mobility solutions, TalkSwitch a small business analogue/IP-PBX, and the unified messaging solution from MESSAGEmanager. ICON covers England, Scotland, Wales, and Northern and Southern Ireland through a network of Channel Partners. It has helped its Channel Partners provide converged IT and communications solutions into many of the UK’s best known FTSE companies. For more information visit the icon web site www.icon-plc.co.uk.