



Information and Communication Technology
Outsourced Converged Telephony and Data Solutions

Phoenix Hosted Solutions Platform

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Press Release - Phoenix Hosted Solutions Platform

Convergence of Voice, SMS, Web and IM Data Processing

UK Based X-on are announcing release of their Phoenix hosted solutions platform. Phoenix is the next stage in X-on's development as a major player in the outsourced Information and Communication Technology sector.

Phoenix provides X-on's clients with processing of Voice, SMS, Web and IM Data in a converged environment to provide advanced call handling and contact centre solutions on a large scale. Interconnects are in place with the key UK fixed, mobile and data networks.

The system has initial capacity for over 2,000 simultaneous IVR connections with an expansion plan to 10,000, and X-on predicts a growth from the current 25 million SMS handled up to 60 million by the start of 2008.

The architecture is designed to be fully redundant, both on a site level and across X-on's London and Suffolk data centres, which has enabled X-on to secure a number of Disaster Recovery contracts, in addition to centralized call handling for clients in the retail sector such as Makro Self Service Wholesalers.

X-on's innovative product range allows retailers to integrate SMS based CRM and appointment reminder services with call handling packages that provide full call distribution, call recording and agent management at a fraction of the cost of Customer Premise Equipment.

VOIP or PSTN connectivity may be chosen on a per device basis allowing clients to migrate traffic at their own pace to benefit from cost savings without compromising customer facing quality of service.

Partnerships are under negotiation with data providers to enable X-on to provide clients with a total managed ICT solution.

Managing Director Paul Bensley is confident that X-on's responsive approach to customer needs and emphasis on close working relationships will continue the expansion into the enterprise marketplace.

For more information call **Sales** on **0333 332 0000**.

