

Ericsson launches the all-in-one IP Telephony system for enterprises

Ericsson announced today the release of WebSwitch 2000 iPBX, enabling the seamless integration of telephony over an enterprise's LAN. This results in reducing the total cost of ownership by capitalizing on the existing data infrastructure. The WebSwitch 2000 iPBX is a standalone IP-based PBX ensuring a future proof and highly scalable platform for the growing business. Installation and integration into an existing LAN is accomplished in a matter of minutes.

The WebSwitch 2000, an iPBX and Voice Gateway platform, targets small- and mid-sized businesses. It can be easily networked across the LAN and the WAN, to provide businesses with a cost-effective, highly scalable, and easy-to-manage communication solution.

“This further strengthens our position as a leading vendor of total and innovative solutions for the enterprise,” said Lars E Svensson, Vice President and General Manager, Ericsson Enterprise Systems. “Since the first IP-Gateway launched back in 1995, we have continually developed IP-based solutions that enable enterprises to do business more effectively and smarter.”

The size of a pizza box, the WebSwitch 2000, with gatekeeper and gateway functionality, can be integrated within a wireless LAN infrastructure, along with wireless IP-phones, messaging applications, and the Ericsson MD110 PBX. The solution also supports IP-based wireless and fixed voice terminals, standard H.323 applications as well as standard analog telephones and faxes. It offers a flexible range of communication options for single and multiple site businesses, including their remote workers.

The WebSwitch 2000 iPBX offers an open platform and an Application Programming Interface (API) that enables simple integration with third party products and applications, further enhancing its future-proof properties and capability.

Multi-Service Edge Device – outsourcing the management of communication

The WebSwitch 2000 iPBX is also an opportunity for Internet Service Providers (ISP), Competitive Local Exchange Carriers (CLEC) and public or mobile operators to fulfill enterprises' communication needs as a service

on the customers' premises. Small- to mid-sized business will benefit from new services as they become available, without investing in new equipment and technology. This is because they have an increasing need for an "office in a box" integration of telephony and Internet devices and services.

A leading IP based solution from the leading supplier

The WebSwitch 2000 iPBX is further proof of Ericsson's strength in providing communication solutions in the new era of IP. It complements the company's extensive range of IP telephony solutions for operators, enterprises and consumers.

Ericsson's WebSwitch 2000 iPBX is based on an earlier, award winning release —the WebSwitch IP gateway— that holds numerous awards from independent, leading, industry publications and 'Best of Show' prizes.

The WebSwitch 2000 iPBX will be sold across the world through a network of Ericsson Enterprise partners in line with the recently announced multi channel strategy.

It will be demonstrated at CeBIT 2000 February 24 – March 1 in Hanover, Germany.

Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers - network operators, service providers, enterprises and consumers - the world over.

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