



NEWS RELEASE

29/09/2010

Incentives for Unified Messaging Channel Partners

*Help your customers build a Unified Messaging strategy
that fits a budget conscious business world*

Avanquest ProcessFlows are offering incentives to Channel Partners wanting to introduce the CallXpress Unified Messaging platform to their business solutions portfolio.

Incentive 1: Full technical support is provided by ProcessFlows, supported by an 'Account Mapping Programme' – a lead generation activity in which ProcessFlows works with Partners to identify new Unified Messaging opportunities within the partner's customer base which will help them create incremental revenue.

Incentive 2: ProcessFlows' Channel Partners can also earn Reward Quest points for any sales opportunities they generate. Each month, points will be automatically awarded to each participant. Accumulated points can be redeemed for an activity fun day, weekend break etc.

The CallXpress messaging platform provides users with a cost-effective and flexible way of unifying the main communication elements - email, fax via email, phone and SMS messages across the whole organisation – centralising it into one place: the email environment.

CallXpress is loved by customers. Partners like it because it allows them to enter the Unified Communications solution business without having to invest in broadening their skill set.

But telephony manufacturers are not so keen. This 'bolt on' approach means there is no need to dispose of the old and familiar systems to make way for a complete new-build system.

CallXpress seamlessly integrates with the minimum of disruption into an existing infrastructure. This is hugely important to customers. They don't want the hassle of being incommunicado, and it also meets the ever increasing business challenge - to do more with less resource and budget. CallXpress is designed to enhance productivity for the ever increasing number of mobile employees who want to be connected and productive wherever they are.

Franca Cognata, Channel Partner Manager at Avanquest ProcessFlows said, *"We refer to our Partner Programme as a partnership with a difference because we help our partners at every stage of the sales process – as little or as much as they want - including full technical support, both during and post installation, if that is required. We tailor solutions to fit every type of business models and market. There is always a way!"*

About CallXpress:

- CallXpress' PBX agnostic Unified Messaging platform has Speech Driven Processing and built-in resilience that supports up to 384 ports and integrates with over 250 PBXs.
- A single-platform of applications includes Advanced Call Processing, Unified Messaging, Name Dialler, Personal Assistant, Voicemail, Fax and Notification.

Notes to Editors:

Further information on the Reseller Channel Partner Programme is at:

<http://www.processflows.co.uk/channelpartners>

Franca Cognata is available for interview. Franca can be contacted at:

Email: fcognata@processflows.co.uk

Mobile: 07795 963687

An image of Franca can be downloaded at http://www.processflows.co.uk/public_html/wp-content/press-files/francacognata.JPG

Press Information:

Alison Hall

Email: ahall@processflows.co.uk

Tel: 01962 835000

Mobile: 07899 986932