

## **Citel wins at Comms National awards for VoIP migration solution**

**Loughborough, UK, October 21, 2010** – Citel, the VoIP Migration Company™, is pleased to announce that its Portico™ TVA™ was named Peripheral Product of the Year at the UK's 2010 Comms National Awards.

The award winners were announced on October 14<sup>th</sup> at a ceremony attended by over 600 people at the London Hilton, Park Lane. Hosted by top comedian Stephen K. Amos, the event recognised excellence in resellers and their ability to provide solutions to customers, and the best products and highest levels of support provided by vendors to channel partners.

Now in their ninth year, the Comms National Awards are widely regarded as the 'Oscars' for companies in the UK voice and data industry. With entry numbers at record levels this year, Citel won its category against strong competition from some of the UK's leading vendors.

Citel's Portico TVA enables organisations to migrate to VoIP while continuing to use their existing phone handsets. This means they can get all the benefits of IP telephony, such as cheaper calls, while avoiding the cost or disruption of replacing their entire phone system

Each vendor that enters the Comms National Awards must be endorsed by one of its channel partners. In Citel's case, this endorsement was provided by Oran Maher, managing director of Diacom, who said: "The cost savings offered by Citel's Portico TVA have been very important as our prospective customers are increasingly looking for economies. The TVA means that our customers can avoid a "rip and replace" when moving to VoIP, as it enables them to continue using their existing wiring and handsets. This saves them money, and avoids extensive re-cabling and user training."

"We're really pleased to win this award," said Andrew Davies, development manager at Citel. "I'm delighted that the judges recognized the benefits that the Portico TVA can offer to businesses when they move to VoIP."

### **About Citel**

Citel Technologies, Inc. enables SMBs, large enterprises and service providers to realize the cost and productivity benefits of IP telephony while at the same time leveraging their existing cabling infrastructure. Businesses with single or distributed locations and PBX vendors can now deploy next generation IP applications and services at their own pace, with minimal business disruption. Service providers can deploy Hosted IP telephony services quickly, without having to "rip and replace" existing enterprise PBX handsets and LAN cabling. Citel is based in Amherst, New York with offices in Loughborough, England and Toronto, Canada. For more information on Citel visit [www.citel.com](http://www.citel.com) or email [europesales@citel.com](mailto:europesales@citel.com).

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