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## **Sonexis Helps General Cable “Connect the World”**

TEWKSBURY, Mass. — April 6, 2010—When General Cable needed to find a way to reduce the costs of conferencing for their North American region, they turned to Sonexis to provide a solution. The growing company is one of the premier wire and cable companies in the world, and had a need to expand and improve their conferencing capabilities. They didn’t want to increase costs by outsourcing their conference calls to a third party but wanted a painless transition to an in-house solution. The General Cable North American Information Technology team set out to find a solution that could scale to meet their needs, was simple and intuitive for their end users, and a system that was easy to maintain. ConferenceManager was the chosen solution to meet all of their needs.

“We looked at two additional in-house solutions in addition to the Sonexis system,” said Marty Alsip, *Senior Telephony Engineer* for General Cable. “We chose the Sonexis system because it was very price competitive, and scaled to meet our needs now and in the future. It integrated seamlessly into our existing voice and data networks, and the Outlook integration was very easy to use.”

One of the key success criteria for any new technology project is how quick and easy the transition is for the end users to the new system and new processes. General Cable was pleasantly surprised with how easy the system was to use, and thrilled with the support they received from Sonexis. “The installation went smoothly and the training and support we received were excellent. My opinion is that Sonexis has one of the best support staff I have ever worked with,” said Alsip. “The Sonexis Customer Care team deserves a big pat on the back for the job they do, and I would recommend Sonexis to anyone.”

When asked about whether the system had met their needs in terms of functionality and the anticipated reduction in conferencing costs, Alsip said “The Sonexis ConferenceManager has absolutely met our needs, and the system has allowed us to reduce the cost of audio conferencing tremendously.”

### **About General Cable**

General Cable, a Fortune 500 Company headquartered in Highland Heights, Kentucky, is a leader in the development, design, manufacture, marketing and distribution of copper, aluminum and fiber optic wire and cable products for the energy, industrial, specialty and communications markets. The Company offers competitive strengths in such areas as breadth of product line, brand recognition, distribution and logistics, sales and service, and operating efficiency. For more information about General Cable, visit their website at [www.generalcable.com](http://www.generalcable.com).

### **About Sonexis Technology, Inc.**

Sonexis is a subsidiary of Compunetix, Inc. and a leading provider of an in-house audio and web conferencing platforms for the enterprise. Sonexis ConferenceManager has set new standards for ease of use and security. Designed to work within existing voice and data networks, hundreds of leading organizations have deployed Sonexis ConferenceManager with minimal cost, effort or administration. Headquartered in Tewksbury, Massachusetts, Sonexis can be reached at 888-4SONEXIS (888-476-6394) or [www.sonexis.com](http://www.sonexis.com).