

engin Offers Customer VoIP Deal for AAPM Medical Practices

Practices can cut telephony costs by 50%

engin (ASX:ENG), Australia's leading broadband telephony company, in collaboration with the Australian Association of Practice Managers (AAPM), is offering member Medical Practices a complete Voice over IP (VoIP) telephony package to lower operating costs and assist AAPM members to improve the way they do business and communicate with customers.

The service, being offered to the AAPM membership of 1,700 medical centres and practices across the country, is designed to reduce telephony expenditure by up to 50 percent.

Leveraging

engin's advanced Hosted PBX Phone Systems, the deal includes a tailored phone plan* and the incentive of free line rental for the first three months.

Jack

McKeon, Head of Business Markets at engin said: "As a national representative body, the AAPM can readily define the common business processes of its members. The collaboration between engin and AAPM now provides Australian medical practices with a fine-tuned, advanced phone system while helping them to boost profits.

Ideal

for small to medium businesses, engin's ePBX ensures premium call quality and reliability. It has full scalability for business growth, multiple office locations and remote workers; number portability; and redundancy and disaster recovery capabilities. At no extra charge, doctors and staff can transfer calls and access voicemail; and faxes and voicemails can be received via email. Larger practice conglomerates are able to act as one site. Practice managers are also able to monitor usage.

Jack

McKeon said: The set up costs for a typical medical practice with eight staff, supplied with eight VoIP handsets, is approximately \$2,000.

The cost

to set up a hosted ePBX is significantly lower than an onsite PABX phone system as the hosted service removes the need for onsite technical support or upgrades. engin provides free technical support; there are no maintenance fees or contracts.

An

ePBX is self-managed via a user-friendly web portal which is connected to engins Broadband Phone Service. All that is required are a broadband modem/router, an ethernet switch and IP phones, which can be provided by engin. The solution then uses the customers broadband connection for voice calling.

AAPM

members will have the choice of either a Hosted PBX or SIP Trunking** option. SIP is a lower cost option (for those practices which already have a dual functioned, VoIP capable, phone system) as the practice only requires the line rental to transition to a full VoIP service.

Dean

Barton-Smith CEO of AAPM said: It is in our charter to provide services and resources to our members which streamline their practice management. The efficiencies and cost savings guaranteed by the engin offering will help our members meet business and customer service needs.

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*The

Phone Plan for AAPM members provides untimed local and national calls at 10c and calls to mobiles at 17c (billed for first minute and then per second thereafter). International calls are as per engins standard call plans.

**An

Internet Telephony Service Provider (ITSP) connects a companys VoIP PBX to the existing telephone system infrastructure (PSTN) via the Internet using a SIP (Session Initiation Protocol) trunk connection.

Typically it is one trunk for every 2.5 users, i.e. 4 lines for 10 users.

About

the AAPM www.aapm.org.au

The Australian Association of Practice Managers

(AAPM) represents Practice Managers and the profession of Practice Management.

Founded in 1979, AAPM is a non-profit, national association dedicated to supporting effective Practice Management in the healthcare profession.

About engin Limited - www.engin.com.au

engin is an Australian owned and operated

telecommunications network listed on the Australian stock exchange (ENG).

The engin service delivers Voice over Internet

Protocol (VoIP) telephony services. Any broadband user is able to make and receive calls using their existing telephone handset. VoIP sends voice signals over the internet, rather than through the regular telephone network. The advantage of this technology is significantly reduced local, mobile and international call rates.

engins growth has been underpinned by a 2007 strategic partnership with the Seven Network.

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