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Case Study - Voxility

> „VoipNow Professional is a killer application for VoIP businesses. Any small and medium telecom company that wants to beat any incumbent in terms of features and price should use VoipNow Professional. It is a safe bet and it doesn't take too long to figure this out." Silviu Sirbu, Managing Director - Voxility

Voxility, a leading VoIP services wholesaler in Central and Eastern Europe, uses VoipNow Professional, the hosted PBX software developed by 4PSA to give Internet and Hosting Providers customers easy and quick access to phone services . Providers lease Voxility's infrastructure branded under their own name in order to offer VoIP services to residential and corporate customers.

Background

Voxility is a telecom operator that offers wholesale VoIP termination services in Central and Eastern Europe, using a network interconnected with more than 100 global carriers. Its customers are other telecom operators and service providers that buy access to call termination services.

The company was founded in 2004 and quickly expanded its services to other countries in the region. Following this expansion, the company experienced an increasing demand for complex voice services. While exploring a new business opportunity generated by ISP and Hosting providers that wanted to build their voice services like a "Private Telecom Operator", in 2006 Voxility started to look for a solution to satisfy this new demand.

The solution had to ensure a superior scalability and implement flexible voice services adapted to the partner's demands, without requiring any major investment in infrastructure. The main essentials for the project were:

User Flexibility - In most cases, Providers offer data services to both companies and residential users. The phone communication requirements of a business user are much more complex and can include access to IVR (Interactive Voice Response), voicemail, conferencing or computer integration features. The solution needed to be flexible enough to accommodate with any deployment scenario.

Easy allocation of DID numbers - Voxility's partners must provision phone numbers in order to dispatch them to their customers so that they should be able to initiate and receive calls from regular public telephone networks (PSTN).

Customer Billing services - End-users and providers require access to real-time reports on call costs and duration. The billing data should be available for export to other external applications, such as invoicing or ERP systems.

User Provisioning services and easy administration - The system should provide a user-friendly interface and a quick learning curve in order for end-users to be able to easily access and configure the system.
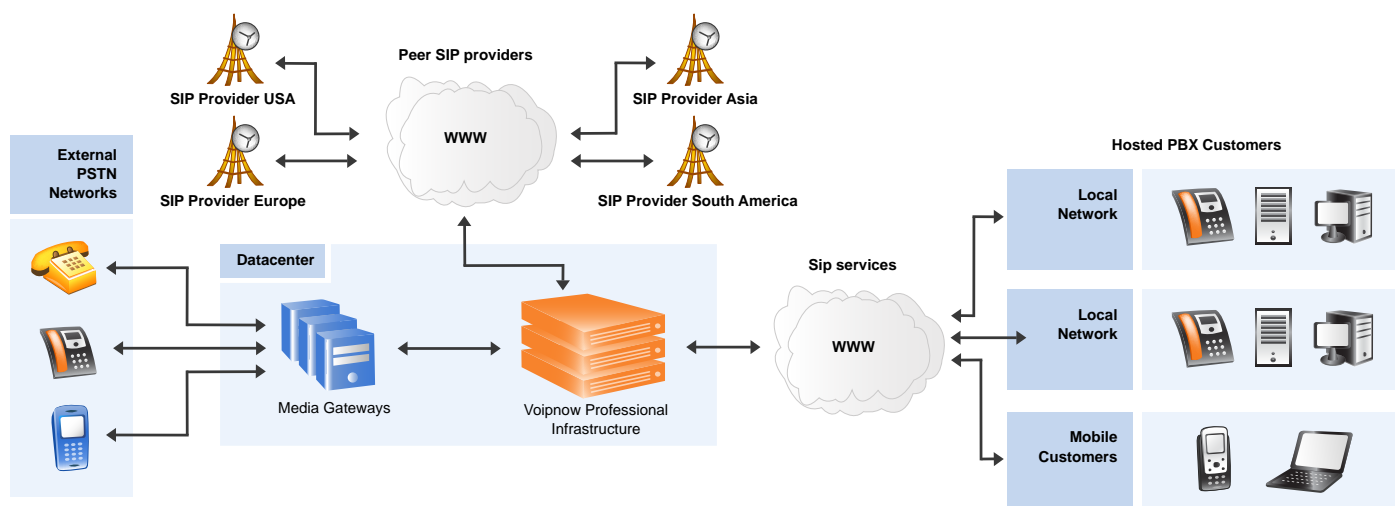
After testing and evaluating more than 20 hardware and software solutions, Voxility chose 4PSA VoipNow Professional due to its system features, scalability, and attractive licensing costs.

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Implemented Solution

The new hosted PBX software replaced two TDM technology hardware solutions from Dialogic and Siemens that were not able to scale with the project.

In autumn 2006, the pilot project was launched with the first VoipNow Professional server entering in production. Soon after date, in the spring of 2007, three new VoipNow Professional servers were provisioned. Now in 2008, Voxility is using Voipnow Professional to deliver hosted PBX services to more than 1000 companies and residential users.

Voipnow Professional software is installed on x86 servers running Linux OS in Voxility data center, while PSTN calls are routed through the company's media gateways. The "Private Telecom Operator" PBX services offered to hosting providers and ISP are deployed based on call volume. Customers and resellers can access the web administration interface to manage service parameters and users or to provide real-time billing information. Voxility support costs are dramatically reduced because there is no need for a service configuration on behalf of its customers.

Solution Benefits

VoipNow Professional made it possible for Voxility to deliver hosted PBX solutions, an attractive service for ISPs because it allows them to integrate voice and data services under their own brand.

"With VoipNow Professional, we managed to radically cut the provisioning time for new clients, improving our time to market. The solution also generated important savings, estimated at around 50%", Voxility Managing Director Silviu Sarbu said.

VoipNow Professional's added value helps Voxility gain competitive advantage on the VoIP wholesale market:

Fullfeatured hosted PBX - Business users have high expectations from PBX systems. The VoipNow Professional feature set usually exceeds the requirements of the typical business user. Compared to a hardware based solution, a software application can be continuously improved, upgraded, and adapted to market needs.

Low running costs – VoipNow Professional features a competitive cost per hosted account, allowing Voxility to offer very good pricing to its customers and partners that run their businesses on an aggressive market.

Easy provisioning – As service providers have their own clients, it is important for them to be able to have a total control over their user accounts. Every reseller can manage their own customers and set usage policies within the limits defined by the server admin, through a role-based online administration interface.

Easy to install - With VoipNow Professional, Voxility can install and configure a full functional PBX server in less than 30 minutes. The system flexibility was an important criterion in the choice of the right solution because such flexibility allows the company to increase its capacity by adding new VoipNow Professional servers that integrate into the existing infrastructure.

Expert technical support - Technical issues have always been promptly solved by the software manufacturer and this helped Voxility achieve a very high uptime. Also, 4PSA technical trainings enabled Voxility to build its own specialized support team for VoipNow Professional.

About VoipNow Professional

VoipNow Professional is the leading Unified Communications platform designed for the cloud. The software delivers enriched hosted PBX services that feature voice, video, presence, faxing, and instant messaging.

The solution comes with a strong feature-set that allows Service Providers to target business customers, a powerful automation that reduces operational costs, and an unbeatable cost-effective offer.

For more information about this case study and VoipNow Professional's deployment strategies, please contact:

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