



IVR Technologies, Inc. Talking SIP Customer Solution Case Study

Overview



Country or Region: Norway
Industry: Telecommunications

Customer Profile

Expatriates and SMB market in Scandinavia, United Kingdom, Spain and Thailand.

Business Situation

With their RADIUS based solution they were experiencing unreliability as well as a lack of scalability and vendor support.

Solution

Comprehensive upgrade of their network from a RADIUS-based solution, to Talking SIP, a SIP-based application, media and real-time billing server and the end-user web interface.

Benefits

- Increased scalability
- Improved support
- Improved system reliability
- More competitive service offering
- Improved cash flow



Country or Region: United Kingdom
Industry: Telecommunications

Customer Profile

Next-generation ITSP delivering services to the Middle East.

Business Situation

With their RADIUS based solution they were experiencing significant quality issues, a high degree of unreliability as well as a lack of vendor support.

Solution

Comprehensive upgrade of their network from a RADIUS-based solution, to Talking SIP, a SIP-based application, media and real-time billing server.

Benefits

- Increased scalability
- Improved support
- Improved system stability
- More competitive service offering
- Improved cash flow

Upgrading from a RADIUS Billing Server to a Native SIP based IVR and Real-time Billing Solution

"Talking SIP is a feature rich, stable and cost effective telephony services platform backed by some of the best technical support in the industry."

Champike Munasinghe, Chief Technical Officer, iPhone AS

In late 2005, IVR Technologies Inc. was approached by iios Ltd. and iPhone AS, two European VoIP service providers who requested our assistance in helping them migrate their existing VoIP infrastructure from a legacy RADIUS-based network to a native SIP-based environment. This decision was driven by an unreliable RADIUS infrastructure that was not scaling and lacked support from their respective RADIUS vendors. The RADIUS solutions lacked the ability for iios Ltd. and iPhone AS to deploy innovative services to their subscriber base, which was preventing them from being able to build a differentiated service offering from their competitors.

With VoIP customer adoption rates climbing and a growing subscriber base, it became imperative for iios Ltd. and iPhone AS to invest in a comprehensive network upgrade that would enable them to experience better service, greater performance and the in-demand features that would allow them to attract and retain customers.



“IVR Technologies has been a great partner during the course of our relationship. During the set up and bedding-in of our business the IVR Technologies support team was very responsive and worked through issues with great professionalism. We were fully up and running within a couple of weeks. Since choosing IVR Technologies we have been able to grow our business in new areas of our market and have had excellent discussions with their Product and Engineering teams on how to evolve our business and roadmap alignment. We feel we have chosen a partner rather than a supplier and are looking forward to the evolution of our business alongside IVR Technologies.”

Graham Sargood, Executive Director, iios Ltd.

The Need for Change

As two service providers, looking to penetrate their local markets as well as establish themselves internationally, their financial resources were scarce and thus cost and time to market were mounting issues. With an existing RADIUS infrastructure already in place that was driving up maintenance and technical support costs, it became crucial for iios Ltd. and iPhone AS to upgrade their networks to reduce their overheads and put them on a path towards being able to spend their time, effort, and financial resources on marketing and sales rather than problems plaguing their networks.

With discouraging response times from their current vendors, product quality issues and a lack of intelligent and knowledgeable technical assistance, finding the right technology partner in which they could place their trust and confidence, was of primary importance. In fact iios Ltd. had only been able to achieve 30% of the capacity level that their previous vendor had promised.

The IVR Technologies Solution

iios Ltd. and iPhone AS selected IVR Technologies and its Talking SIP IVR and real-time SIP-based billing solution based on the product's ease of use and its ability to meet the demanding requirements of their networks. During the due diligence phase, iios Ltd. and iPhone AS consulted with existing IVR Technologies customers to confirm the product's reliability as well as the level of support to expect before, during and after deployment.

Over the wire interoperability testing was conducted prior to the purchase to confirm network interoperability and satisfaction of the required feature set – this coupled with the positive responses from customer references made the decision to purchase Talking SIP a foregone conclusion.

Talking SIP's centralized management and turnkey nature allowed iios Ltd. and iPhone AS to bring their comprehensive and competitive services to market in industry record time – standard practice for Talking SIP installations.

IVR Technologies' Talking SIP application, media and real-time billing solution offers out-of-the-box revenue generating next-generation services like prepaid calling card, residential VoBB service, callback, reminder and wakeup service, Class 4 tandem switching and a complete end-user web portal for e-commerce and autonomous subscriber account management.

IVR Technologies' Talking SIP is an advanced software platform that combines three traditionally separate network elements into a single, tightly integrated solution for SIP-based voice over IP networks. Talking SIP's revolutionary architecture combines the features of an application server, media server, and real-time billing server into a single, cohesive, all-in-one solution. It is designed to drive revenue to the network by providing intelligent and in-demand applications that attract users and reduce turnover through innovative features, creative billing options, customizability and end-user empowerment.

Talking SIP is a database-driven and open architected solution providing unparalleled access to the documented database schema upon which it is built. This open architecture has been instrumental to allowing the complete customization and extensibility of the application from a management and end-user perspective. iPhone AS was able to rapidly extend the End User Web Interface and re-brand it to meet their exacting requirements to empower their customers and automate typical customer service intensive tasks resulting in reduced staffing requirements and overheads.

Interoperability was of utmost importance for iios Ltd. and iPhone AS in order to provide them with continuity after the migration of the traffic from their existing RADIUS solutions to their new Talking SIP platform. As a result of Talking SIP's ability to work right out-of-the-box, time to market advantage was preserved with minimal customer re-education.

More Reliable, Scalable and Innovative Applications

With the new Talking SIP enabled networks, iios Ltd. and iPhone AS are now meeting their network capacity demands with the peace of mind that the network will continue to run without interruption and that their future growth requirements can be met with confidence.

With the new SIP based network architecture, both of these service providers have a distinct advantage over their competition who continue to use a legacy RADIUS solution as they are now in a position to deploy media rich applications in a cost effective manner and on a global basis from a single Talking SIP server. This centralized architecture allows a new market to be proven before further



investments are made. A significant difference in the media handling of a native SIP media server like Talking SIP, in comparison to a RADIUS implementation, is that all of the media control is within the Talking SIP server. In a RADIUS configured network the voice prompting, control and features are limited to the functionality hosted on the gateway, which is typically minimal at best. By being able to stream media directly from Talking SIP to any SIP enabled device (e.g. softphone, IP phone, IAD, softswitch, gateway, or proxy) without regard for how the caller originated into the network – they will always receive the same rich caller experience.

With rich media control comes in-demand applications that can be custom tailored to fit the changing needs and the localized market (i.e., native language voice prompting, service provider branding, currency conversion, time/date format, etc.) thus further setting iios Ltd. and iPhone AS apart from their competition.

Highly Flexible Billing Features Help to Grow Revenues and Competitive Advantage

“The global market for consumer VoIP services has arrived, with total VoIP subscribers worldwide at 16 million in 2005 and projected to grow to over 55 million in 2009”, reports In-Stat (<http://www.in-stat.com>).

With VoIP subscriber rates growing rapidly the opportunity to capture and build customer relationships through competitive pricing as well as in-demand and innovative services are key to iios Ltd. and iPhone AS' future growth. Having a real-time billing solution that allows them to control cash flow, costs and markup in a flexible and creative environment places them in a better position to compete in a dynamic and highly competitive marketplace. With Talking SIP, iios Ltd. and iPhone AS now have ultimate control over the rating of calls with the ability to set rates based on time of

day, date range and/or day of week, as well as manipulating the cost of the call, either up or down, over the length of the call to promote either longer or shorter call durations. Billing and rating items like surcharges, disconnect charges and rate intervals can all be changed automatically and rates can be easily managed inside or outside the system. Standard support for packaged minute plans and monthly service fees allow for the creation of unlimited as well as local calling plans. By working in a real-time fashion credit limits can be assigned and enforced automatically so that accounts are never overrun and payments and charges are reflected in real-time across the network. Communicating customer account and call details is made possible with Talking SIP via account balance announcements, low water mark warnings, signaling tones and minute balances.

By offering all of this flexibility in an intuitive and turnkey configuration, controlled through a secure, rich and intuitive GUI interface make building and managing the system extremely easy and straightforward.

Summary of Upgrade Results

iios Ltd. and iPhone AS have been able to successfully build their VoIP networks by using best-of-breed technology to provide the most advanced features and functionality possible, in a reliable and scalable solution.

iios Ltd. and iPhone AS continually receive market feedback from their customer base, which they actively share with IVR Technologies to help shape and guide Talking SIP's future direction. They continue to build their businesses and improve cash flow while increasing customer subscriptions and retention as a direct result of the stability, performance and services of Talking SIP.

For More Information

For more information about IVR Technologies, Inc. products and services, call the IVR Sales Information Center at **+1 (213) 634-1522**.

Outside the 50 United States and Canada, please contact your local IVR Technologies, Inc. Value Added Reseller.

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Software and Services

- Talking SIP 2.0
- End User Web Interface
- Microsoft Windows Server 2003
- Microsoft SQL Server 2000
- Internet Information Server (IIS) 5.0

Technologies

- Session Initiation Protocol (SIP)
- Active Server Pages