

Unlimited Opportunities with VoIP

VoIP Unlimited was established in the UK in February 2006 to assist IT and telephony dealers in introducing business level Voice over IP (VoIP) services to their SME customers. VoIP Unlimited is a wholesale specialist Session Initiation Protocol (SIP) trunk provider and supplies SIP breakout to IT and VoIP PBX resellers.

The company had identified significant revenue opportunities for IT and telephony dealers to expand the range of IP services to their customer base. The expanded services would allow dealers to gain recurring revenue streams and vastly reduce customer churn.

Overview

In order to maximize revenue opportunities, the company needed to find a way to overcome one of the drawbacks of VoIP: the problem of voice delays. They looked at various solutions on the market and selected the Exinda 4700 WAN optimization solution. Additional features on the Exinda appliance including the ability to provide detailed reporting of the SIP voice calls were requested, implemented and tested to ensure it would meet all the requirements of VoIP Unlimited's customers.

The Solution

After several months of testing the technology, VoIP Unlimited went live with the Exinda 4700 in its core network, which will provide differentiated quality of service (QoS) to VoIP Unlimited's business customers. VoIP Unlimited, by using Exinda's advanced QoS technology to prioritise voice over data, can now guarantee its customers very high quality of service for voice calls.

"The Exinda solution solves the problem of voice delays which has been a downside of VoIP service until now. It provides excellent reporting tools on both voice and data streams, enabling us to see and control exactly what is happening with traffic on the network," said Steve Bieniek, sales director, VoIP Unlimited.

The Exinda appliance provides full visibility and management of SIP calls and the

associated bandwidth resources, ensuring that VoIP has guaranteed bandwidth levels with full priority over data streams, providing best quality voice calls and preventing interruption by data transmissions. By implementing an Exinda 4700 within the network, VoIP Unlimited has ensured that end users receive the highest quality service levels.

Exinda can classify SIP VoIP calls and perform call-based classification based on IP phone extensions within a network. The Exinda system monitors SIP VoIP calls being made from or to the office location. VoIP calls within a corporate network are initiated by the SIP protocol followed by Real-time Transport Protocol to carry the voice data.

Steve Bieniek continued, "Many people use applications such as Skype or MSN Live, more consumer oriented VoIP services, which is great for home use. But there have been issues in implementing it within businesses. We can now offer 'Business Grade' Internet telephony services by connecting the ADSL network through our own switch based at the UK Internet's core in London's Docklands, through to the standard telephony network. Now customers can make inexpensive calls across their Internet connections rather than on relatively expensive ISDN or multiple analogue lines."

He added, "Not only are the call charges in line with - or cheaper than - competitive CPS (Carrier Pre-Select) rates, but increasingly they are free. International calls are very competitive too. With Exinda, not only can we offer an inexpensive solution but one of very high quality. This means that as more and more people turn to VoIP for their telephony, paying for standard call charges may become a thing of the past."

About Exinda

Exinda is a global provider of WAN optimization and application acceleration products. Exinda has helped over 2,000 organizations worldwide reduce network operating costs and ensure consistent application performance over the WAN. The Exinda Unified Performance Management (UPM) solution encompasses application visibility, control, optimization and intelligent acceleration – all within a single network appliance that is affordable and easy to manage.

To learn more about Exinda's award-winning solutions for enterprise, education and service provider clients, contact your local reseller or visit www.exinda.com.

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