

Voice over Broadband Business Model

problem

Company XYZ wants to capitalize on opportunities in the deregulated telecommunications sector. Its management is currently discussing how to differentiate the company from the competition and carve out a viable market niche. A consultant to the company suggests that XYZ enter the VoIP over Broadband business.

Voice over Broadband is a new service offering based on VoIP technology. Voice over Broadband is an alternative to the traditional phone service which allows the delivery of integrated communication services to consumers and businesses over broadband connections. The telephony services delivered over broadband offer all traditional PSTN features like Caller ID, Call on Hold, 3-way calling, etc. as well as next generation features, such as voicemail to email, fax to email, call forwarding etc.

The Voice over Broadband business model is relatively new and offers a lot of opportunities to new entrants. Service providers using that model typically design several service packages targeting different consumer and business groups. Those service packages are delivered over broadband connections, such as DSL, cable, etc. End users access the services through IP phones, softphones or hardware telephone adapters (CPE) attached to regular phones. Service providers compete on the basis of services offered, quality of service, and pricing.

XYZ likes the idea and commissions a research to identify a good equipment vendor. The research reveals that a reliable and scalable Voice over Broadband solution could be critical for the success of the business. Such solution should support all kinds of traditional and next generation telecommunications services and be interoperable with the broadest set of VoIP equipment. A good solution should also transparently handle home and corporate Firewalls/NATs and should offer advanced billing functionality to accommodate different business models and rating plans.

solution

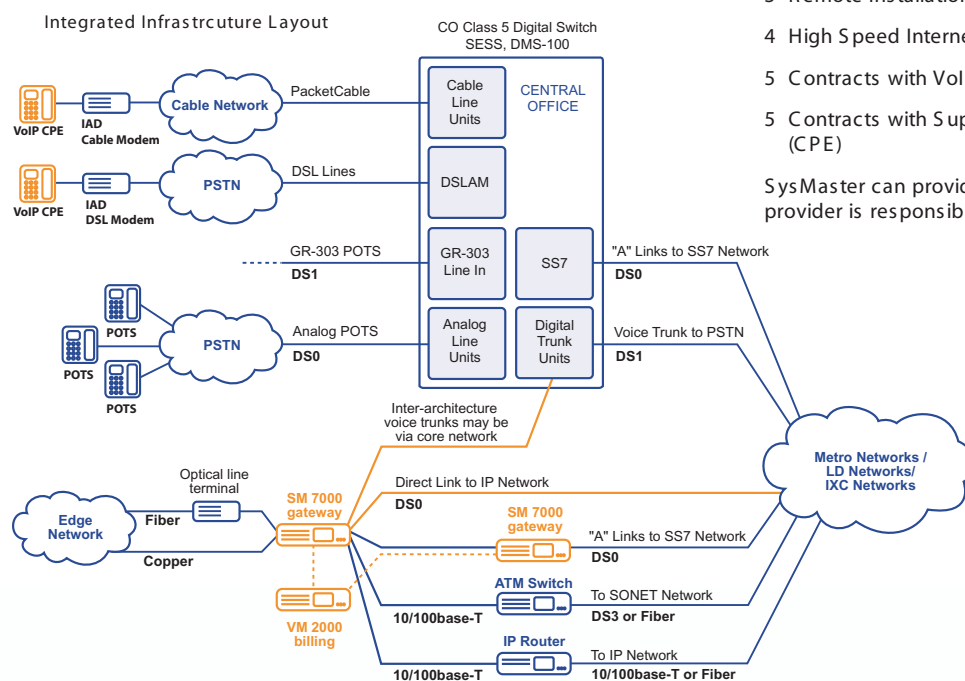
Although VoIP technology is much more advanced today than it used to be several years ago, VoIP implementations could still present significant challenges, especially to businesses without prior VoIP experience. Voice over Broadband providers face specific implementation difficulties as they offer the whole spectrum of VoIP services and rely on call termination services from multiple VoIP carriers. When Voice over Broadband providers use equipment from different manufacturers they often face incompatibility issues which lengthen the deployment period, require costly equipment customization, and lead to lost revenues. Additional difficulties arise when partnering VoIP carriers use equipment that supports different voice codecs and VoIP protocols from that of the service provider. In such cases service providers have to invest in additional equipment that converts protocols and voice codecs which additionally increases costs.

SysMaster Corporation, the global leader in turnkey VoIP equipment solutions, could offer XYZ a complete Voice over Broadband solution that addresses customer specific needs. SysMaster's solution offers easy operation and fast deployment schedule (typically less than a week). A major solution benefit is its integrated nature - all traditional and next generation services are offered through the same equipment. That eliminates the need for equipment integration, speeds up implementation and reduces operating overhead. Another benefit of SysMaster's Voice over Broadband solution is the integrated advanced billing server, which offers unparalleled rating flexibility and supports comprehensive set of billing models.

A typical SysMaster Voice over Broadband solution has the following requirements:

1. Norfa Broadband Platform
2. Optional Modules for the Broadband Platform
3. Remote Installation and Technical Support
4. High Speed Internet Access
5. Contracts with VoIP Carriers
5. Contracts with Suppliers of Customer Premises Equipment (CPE)

SysMaster can provide items 1 through 3 while the service provider is responsible for items 4, 5 and 6.





Voice over Broadband Business Model

solution features

- PBX/IP Centrex
- Voice Mail
- Conference
- Follow Me
- Call-Back
- Calling Cards
- Virtual Fax
- Web Conference
- SMS Service
- Virtual Office

how does the solution work?

- 1 Customer picks up his IP phone (or regular phone connected to the CPE adapter) and dials a number connected to the Broadband Platform
- 2 The Broadband Platform authenticates the caller and verifies subscription permissions
- 3 Based on the current service subscriptions, the Broadband Platform authorizes the service and delivers it to the customer
- 4 Customer uses the service
- 5 Upon completing the service delivery, the Broadband Platform creates a detailed record which is available for billing, reporting, and monitoring purposes

benefits

Turnkey Solution

SysMaster offers truly turnkey Voice over Broadband solution. SysMaster provides all equipment elements as well as remote installation and technical support. Customers secure high speed Internet access and sign contracts for call termination with VoIP carriers as well as contracts with CPE vendors. In a typical business scenario, the service provider signs contracts with multiple VoIP carriers and configures the Broadband Platform to route calls based on least cost or best quality basis.

High Scalability

SysMaster is probably the only VoIP equipment manufacturer that fully supports the grow-as-you-go concept. SysMaster's equipment can easily scale from 1 to 20 T1 lines per Broadband Platform (24 to 480 PSTN lines) or from 48 to 1920 VoIP channels. It can also scale to handle from 500 to over 20,000 concurrent calls. The company offers VoIP equipment in five capacity tiers that cover the needs of the whole spectrum of Voice over Broadband service providers.

Fast Deployment

SysMaster's Voice over Broadband solution has a rapid deployment schedule - in most cases the solution can be up and running in less than a week. Because of its integrated nature - the solution does not present incompatibility issues which are often the reason for extended deployment times.

benefits

High Affordability

SysMaster's Voice over Broadband solution is highly affordable for both new users and existing customers who want to expand their capacity. In fact, it is the solution with the best features/cost ratio in the industry. As SysMaster uses a tiered capacity approach where each successive equipment tier doubles the capacity of the previous one, customers can upgrade in incremental steps without overspending for capacity that they don't immediately need. At the same time, as equipment utilization increases, fixed costs per call fall (i.e. customers pay a fixed cost for a given equipment capacity and do not pay recurring fees based on the number of calls).

Problem Free Operation

SysMaster Voice over Broadband solution is designed to automatically resolve most implementation issues. SysMaster's equipment transparently handles most corporate and home Firewalls/NATs devices which means that customers experience a truly plug-and-play solution.



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