

Hosted VoIP PBX Business Model

problem

Company XYZ is an established ISP provider which serves primarily small and medium size businesses. Company's management has recently engaged the services of outside consultants to review XYZ's business strategy and suggest alternative ways to increase revenues. After conducting research, the consultants suggest that XYZ could leverage its relationships with existing clients and cross sell them VoIP Centrex services. To make such service offering more competitive, the consultants recommend that the company deploy a VoIP PBX system.

VoIP PBX is a traditional PBX system enhanced with VoIP technology that can interface both PSTN and VoIP networks. VoIP PBX offer all traditional PBX features, like call on hold, 3 way calling, caller ID, etc. as well as next generation services like call forwarding, voicemail-to-email, fax-to-email, etc. VoIP PBX is very easy to deploy in a hosted business model, where the service provider owns and operates the system and offers VoIP Centrex services to customers. Compared to traditional Centrex, a hosted VoIP PBX offers more value added features and allows direct call routing to VoIP networks which reduces the calling costs.

The management of XYZ likes the idea of adding VoIP PBX hosted services as the business model is very scalable while requiring low to moderate equipment investment. Before starting the business, the management conducts research of alternative VoIP PBX solutions. The conclusions of that research are that a good VoIP PBX system should be easy to deploy and manage, should have proven interoperability with broad range of VoIP equipment and should be scalable to accommodate future business growth. A good VoIP PBX solution should also support multiple billing models, offer real-time reporting and monitoring capabilities, and be transparent to existing Firewalls/NATs.

solution

Hosted VoIP PBX solutions rely on VoIP technology and their implementation could present significant challenges, especially to businesses without prior VoIP experience. As the technology is relatively new, users in general are not familiar with its lingo and system configuration is often the most difficult and time consuming part of any VoIP implementation. Additionally, equipment incompatibility issues often present serious problems and could lead to additional deployment delays and lost revenues. Service providers can easily address those implementation issues by purchasing a turnkey solution from reputable VoIP equipment manufacturer.

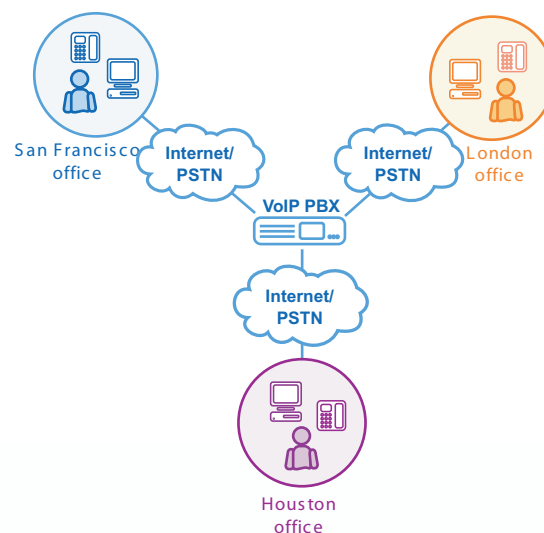
SysMaster, the global leader in turnkey VoIP equipment solutions, can offer XYZ an affordable, reliable and highly scalable Hosted VoIP PBX solution that meets company specific needs. SysMaster's solution supports all traditional PBX functionality as well as next generation features like voicemail-to-email, fax-to-email, etc. The solution comes with integrated billing server that supports multiple billing models and flexible rating plans. The solution can be typically deployed in less than a week and is extremely easy to operate even by users with limited VoIP knowledge.

A typical SysMaster Hoted VoIP PBX solution has the following requirements:

- 1 VoiceMaster VoIP Billing Server
- 2 SysMaster VoIP PBX Server
- 3 IP Phones or Regular Phones with CPE Adapters
- 4 Optional Modules for the VoIP PBX and Billing Servers
- 4 Remote Installation and Technical Support
- 5 High speed Internet access
- 6 Contracts with Providers of Media Content

SysMaster can provide items 1 through 5 while the service provider is responsible for items 6 and 7. Figure 1 below shows the SysMaster Internet Café/Calls hop solution architecture.

GLOBAL PBX GENERALIZED INFRASTRUCTURE





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solution features

- H.323/SIP/MGCP/ISDN/SS7/CAS/R2 Support
- 976/900 Block
- Call Forward
- Caller ID
- Call Return
- Call Waiting
- Call Hold
- Distinctive Ring
- Last Call Redial
- Do Not Disturb (DND)
- N-way Conferencing
- Call Screening
- Hunt Groups
- Voicemail-to-Email
- Fax-to-Email
- User Friendly GUI Interface

how does the solution work?

- 1 Customer picks up his IP phone (or regular phone connected to a CPE adapter) and dials a destination number
- 2 The IP phone (CPE) connects to the hosted VoIP PBX
- 3 The VoIP PBX sends authorization request to the billing server
- 4 The billing server verifies customer balances and authorizes the call
- 5 The VoIP PBX server routes the call to the preconfigured provider of call termination services
- 6 Customer conducts a telephone conversation
- 7 During conversation, the customer can use traditional PBX functionality, like call on hold, caller ID, call forward, etc.
- 8 Upon call completion, the billing server contains CDR record of the call and bills customer accordingly

benefits

Turnkey Solution

SysMaster offers truly turnkey VoIP PBX 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. In a typical business scenario, the company signs contracts with multiple VoIP carriers and configures the VoIP PBX 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 VoIP PBX (24 to 480 PSTN lines) or from 48 to 1920 VoIP channels and from 500 to over 20,000 concurrent calls per billing server. The company offers VoIP equipment in five capacity tiers that cover the needs of the whole spectrum of Hosted VoIP PBX service providers.

Rapid Deployment

SysMaster's VoIP PBX solution is characterized with very aggressive deployment schedule. In general, customers can have a running solution in less than a week provided that they have secured high speed Internet access. Because of the integrated nature of the solution, there are no equipment incompatibility issues to be solved which are often the reason for extended deployment periods.

benefits

High Affordability

SysMaster's VoIP PBX solution is highly affordable for both new users and for 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 VoIP PBX solution is designed to automatically resolve most implementation issues typical for today's network environments. SysMaster equipment transparently works behind most corporate and home Firewalls/NATs which means that customers see a truly plug-and-play solution.

Fast ROI

Because of its high affordability, rapid deployment, and scalability, SysMaster's VoIP PBX solution is characterized with fast return on investment. Depending on the difference between rates that the provider charges his customers per minute, termination costs, and capacity utilization, providers can typically recoup equipment investment in less than six months (see ROI brochures for details).



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