

# The Hosted players

Suppliers of Hosted telephony solutions seem to have become more pragmatic in the last 12 months regarding the capabilities of their solutions and their quest to change the face of the channel.



David Dadds of VanillaIP

Hosted telephony suppliers have begun to face up to their challenges much more over the last 12 months. As a consequence, some suppliers seem to have disappeared – anyone heard from AlwaysON lately? Whilst others are moving forward and building their user bases.

One of the first suppliers to face ‘The Big Issue’ head on is Dave Dadds of VanillaIP. The big issue is the reluctance of the PBX channel to move from a Capex model to an Opex model. Long term everyone knows a constant and growing drip feed of monthly revenues per user will make resellers earn big time but the problem has always been ‘how do they pay their bills meantime?’.

Dadds, who comes from a CPE background himself has acknowledged the problem and announced that he is to introduce Pre-Pay licences that allow resellers to offer their sales teams upfront commissions like the traditional CPE-based sales models that are very common in today’s voice market.

At the same time the reseller gets a 25% reduction in licence costs and the whole thing can be wrapped up within a traditional lease-type agreements.

Dadds says, “We have launched the service after working with a number of resellers and understand the requirements they have around adding hosted services to their existing portfolios.

“Key to the success of the Pre-Pay model is the automation of the provisioning and billing systems to allow the service to be delivered seamlessly. Customers can use a combination of pre-pay licences and rented licences within the same deal to leverage the flexibility that true hosted VoIP offers.”

So there’s one bullet well and truly bitten.

HipCom meanwhile are stressing the applications and connectivity side to their

business having recently introduced a white label business trunking application.

Here HipCom has an application which allows service providers to deliver low-cost trunks to an enterprise’s legacy-based premises-based phone systems while leveraging the advantages of newer IP PBXs. Business Trunking is built on BroadSoft’s BroadWorks SIP application server suite and delivers SIPconnect-compliant connectivity to a full range of Integrated Access Devices and IP PBXs.

The company says that for a UK reseller, the CAPEX of initially deploying their own system can be prohibitively high. Hipcom’s white label provision, which now includes Business Trunking, enables resellers to quickly, reliably and cost-effectively launch complete IP services for their customers. The addition of Business Trunking adds business continuity features for disaster recovery and the extension of enhanced PBX features to mobile devices.

## Bundled

With many suppliers choosing the same hosted telephony platforms one of the best ways for them to differentiate from each other is to build bundled services offerings.

Voxalis a hosted IP telephony service provider delivering IP telephony solutions to the small office and branch office marketplace throughout the UK, sites up to 50 staff, has done exactly that.

The Voxalis service offering is unique in its simplicity and incorporates Mitel IP handset, Private Access Network Connectivity, advanced PBX features, and PSTN interconnect for a single monthly payment per user. The Voxalis service also includes free on net calls and free local and national calls throughout the UK. All of which can be delivered from £9.99 per user per month inclusive of Mitel IP Handset.

In addition to the usual features such as DDI, 3 Party Conferencing, Voice-