

### WEBRTC @ VOXBONE : CLICK-TO-JOIN FOR CONFERENCING



Voxbone delivers WebRTC over its private global backbone instead of the public Internet, giving it higher quality, as well as making it more reliable and secure than ever before.

#### EXECUTIVE SUMMARY

Voxbone has enabled Speak to roll out a high-quality and secure WebRTC service, which the company will use for calls originating outside the U.S. Voxbone delivers calls over a regular SIP trunk, allowing Speak to begin using WebRTC without the need for additional investment in network infrastructure. Voxbone also made its WebRTC JavaScript library available to Speak, enabling a rapid web development.

#### THE CHALLENGE

Speak Conference Calling is a browser-based, mobile-enabled “click-to-join” visual conference calling software solution. Speak users can see who has joined and who is talking, as well as share files and screens, record calls, and add, remove, or mute participants. The company has had great success in attracting domestic business, which helped it raise \$5.1 million in Series A funding in March 2014.

In its first platform, Speak allowed its users to dial into a conference using a local number from the United States. In 2013, Speak added the ability to join a conference via VoIP. Instead of settling for a browser plug-in solution for VoIP calling – which was still the most common way to integrate VoIP in 2013 – Speak chose to utilize WebRTC to add “click-to-join” support. As a result, joining a Speak conference via PC only works on the WebRTC-capable browsers (Chrome, Firefox and Opera).

Speak had developed WebRTC applications in-house, which operated via U.S.- based service platforms. This meant that users connecting over the Internet to the conference bridge needed to be close to the U.S. – the further they were from the U.S., the higher probability for issues. Furthermore, Speak users dialed into conference calls by using their mobile data plans, which was extremely costly. As such, Speak was looking for a WebRTC solution to maintain a high quality of service (QoS) for VoIP calls originating from the Internet outside of the U.S. without driving up costs for their users.

#### THE SOLUTION

In order to add International reachability with high quality of service to its conferencing service, Speak began searching for capable vendors. Speak discovered that Voxbone’s DID services would not only allow the company to scale into more than 50 international markets, but that Voxbone’s services do not require customers to pay per minute fees or have multiple TDM connections.

By using Voxbone’s local phone numbers (also referred to as DIDs or inbound SIP trunks) in 50 countries, Speak users can dial into conference calls by using their cell minutes, rather than burning through their mobile data plans as previously required. This feature allows users to avoid the expensive and unreliable Internet service in many countries by dialing a local telephone number. Voxbone routes calls to its local phone numbers over a private global backbone instead of the public Internet, thereby enabling high QoS and security. Voxbone delivers these calls over a single SIP trunk, from the Point of Interconnection of its network closest to the location of the customer’s infrastructure.

After this success, Voxbone proposed that Speak join the beta phase of its WebRTC-enabled service in May 2014. The value proposition of Voxbone’s WebRTC service is similar to its DID service: calls are routed over its private global backbone instead of the public Internet, thereby enabling high QoS and security. In June 2014, Speak gained access to Voxbone’s global Internetconnected points of presence that serve as WebRTC-to-SIP gateways. This added high QoS international reachability of the WebRTC access to its conferencing services.

## SUCCESS STORY

Speak tested the service by developing a demo page dedicated to internally testing Voxbone's WebRTC service. The page ran in parallel to main user interface, which uses Speak's own WebRTC developments and the public Internet for transport of calls.

Speak's voice engineering team was able to set up the demo page very rapidly. The quality of the voice service was impeccable, as reported by all Speak test participants. The demo page was used for two months by Speak personnel, both in their offices as well as remotely when travelling or working from home.

**“ We have tested Voxbone's WebRTC service and have had great results. The setup was very swift as we had the service up and running in just a couple of hours. The service will be fully integrated when Voxbone's service comes out of BETA. ”**

Konrad Waliszewski COO, Speak

## SPEEK - COMPANY PROFILE

Category:	WebRTC
Type:	Privately
Founded	2012
Employees	56
Key People	CEO & Co-Founder: John Bracken
Website:	<a href="http://www.speek.com">www.speek.com</a>
Headquarters:	Washington, D.C

## ABOUT VOXBONE

We are Voxbone: the market leader in providing virtual local phone numbers (often referred to as DID numbers). Our services make it simple for cloud communications providers, international carriers and enterprise contact centers to extend the reach of their voice networks quickly, globally, and economically. We deliver high-quality DID numbers from more than 60 countries and over 9,000 cities around the world. Our geographic, mobile and toll-free numbers can be ordered in real-time via our web portal or an API. We are the only operator of our kind, with our own number ranges, telecommunications licenses and a global private VoIP backbone. Our happy customers include: Telefónica, Deutsche Telekom, Orange Business Services, NTT Communications, 8x8 Inc., InContact, Serenova and Skype. Want to know more? Come and check out our website at [www.voxbone.com](http://www.voxbone.com), read [our blog](#) or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

## ABOUT SPEEK

Speak is super simple, free and visual conference calling. Use a personal or business link (i.e., [speek.com/YourName](http://speek.com/YourName)), instead of a phone number and PIN for conference calls. Nothing to download and no elevator music. See who's joined, who's talking, share files, use call controls and more.

Reserve your Speak link at [www.speek.com](http://www.speek.com).

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