

Fixed Network Operator

Voxbone helps Bayan Telecommunications connect Filipinos around the world



Executive Summary

Bayan Telecommunications is a leading alternative telecommunications service provider in the Philippines that provides wireless, wireline and data services to residential and business markets. Together with Voxbone, Bayan introduced a value-added service for its residential telephony customers, known as Bayan FamilyTies. The service allocates a local phone number from a foreign country to a subscriber's landline in the Philippines. The service, which is available from 19 countries worldwide, strengthens the ties within the Filipino community worldwide.

The Challenge

The emerging Filipino market is changing rapidly, especially when it comes to telecommunications, data and entertainment. Consumers and enterprises long for the latest technologies, solutions and devices. Bayan, which serves more than 25 million people across the archipelago, was determined to meet these challenges and address customer needs.

About 11 percent of Filipinos live outside the Philippines. As a result, many other countries have substantial Filipino communities. To help Filipinos abroad stay in touch with friends and family, Bayan wanted to provide its wireline subscribers with a service that would make communication between the Philippines and other countries easier and more affordable. However, dealing with different operators and regulators in each country to develop such a service presented a real challenge that would have delayed introduction of a new service by months, if not years. Furthermore, Bayan would have needed to build an international virtual private network to transport calls between countries.

The Solution

In January 2007, Bayan teamed with Voxbone to obtain local telephone numbers from the countries with the largest Filipino communities. These numbers formed the cornerstone of its new *Bayan FamilyTies* service.

Voxbone's VoxDID service enabled Bayan to extend the international reach of its telephone network rapidly and with limited costs. The service provides geographical and national phone numbers from more than 50 countries and 4,000 cities for direct inward dialing (DID). Calls to these telephone numbers are converted from PSTN to VoIP and are routed to anywhere in the world over Voxbone's intercontinental private IP backbone. In a growing number of countries, existing telephone numbers can be ported to the VoxDID service. Numbers can be ordered and configured in real time via Voxbone's Web-based administration portal (VoxCOMMAND) or applications programming interface (VoxAPI).

"Voxbone is the only company able to provide phone numbers from anywhere in the world with real-time provisioning and no per-minute charges for transport to the Philippines."

Neil Macalino, Head, Bayan Business International, Bayan Telecommunications Inc.

Built on VoxDID, *Bayan FamilyTies* provides a unique service for Filipino expatriots around the world. Subscribers are assigned a personal local phone number from the country in which they live. This number is linked to the fixed phone number of a contact in the Philippines. This *Bayan FamilyTies* phone number enables customers to avoid long-distance charges and allows unlimited calling to a Bayan fixed or wireless phone from abroad at local call rates. The expatriot subscribers choose the beneficiaries in the Philippines, each of whom receives a free Bayan fixed phone, including unlimited local calls as part of the bundle.

How it Works

A Filipino staying in the United States can sign up with *Bayan FamilyTies* service and get a Bayan fixed phone and phone number for a contact in the Philippines. In addition to the phone, the subscriber is assigned a local U.S. phone number in his or her U.S. area code. Calls to the U.S. local number are processed by Voxbone in the United States and converted to VoIP. A call is then transported over Voxbone's private global IP backbone and delivered to the Banyan voice network in the Philippines. Bayan identifies the U.S. telephone number and delivers the call to the associated Bayan landline phone. The U.S.-based *Bayan FamilyTies* subscriber only pays local call charges for an international call to the Philippines.

Success Story

With the introduction of *Bayan FamilyTies* in 2007, Bayan became a pioneer in innovative VoIP services. Today the *Bayan FamilyTies* service is available in the 19 countries with the largest Filipino communities in North America, Europe and the Asia Pacific region. Over the years, the service has become popular among Filipinos. As a result of this success and the longstanding strong relationship between Bayan and Voxbone, both companies have collaborated to develop innovative VoIP services for the business market.

“With Voxbone, we developed a globally available service that offers great value to our customers in just a couple of months.”

Helen Manalili, FamilyTies Product Manager,
Bayan Telecommunications Inc.

Number sourcing, local interconnects, carrier relations management and regulatory compliance are handled entirely by Voxbone, ensuring rapid deployment with limited costs and limited risks. The full-featured Web portal enabled Bayan to set up the link with Voxbone quickly, and VoxAPI allows Bayan to create and manage Bayan FamilyTies accounts in real time.

Bayan Telecommunications - Company Profile

Category:	Fixed and Wireless Operator
Type:	Local Exchange Carrier
Founded:	1961
Employees:	> 1500
Website:	www.bayantel.com.ph
Headquarters:	Bayan Bldg Malingap cor. Maginhawa Sts Teacher's Village East Quezon City 1101 PHILIPPINES

About Voxbone

Voxbone is the market leader in providing worldwide geographical, toll-free and iNum® telephone numbers, enabling Internet communications services providers, global carriers, national operators and enterprises to extend the reach of their voice services internationally, rapidly and with minimal costs. The company delivers high-quality inbound communications (often referred to as direct inward dialing, or DID) from more than 50 countries and more than 4,000 cities around the world.

For more information, visit www.voxbone.com or connect with Voxbone on [LinkedIn](#) or [Twitter](#).

About Bayan Telecommunications

Bayan Telecommunications, a member of the Lopez Group of Companies and one of the top 100 companies in the Philippines in terms of gross revenue, has been providing an extensive range of telecommunications offerings and various voice and data applications to corporate and residential customers all over the country for more than 10 years. The company is also a leading provider of data communications services, such as dedicated domestic and international leased lines, frame relay services, Internet access and DSL.



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