

# Voice Application, Calling Cards

**Voxbone's international DID services strengthen IDT's position in global calling card and VoIP markets**



## Executive Summary

IDT is a global telecommunication service provider that primarily provides prepaid calling cards and voice over IP (VoIP) solutions. The company sells more than 20 million calling cards per month to customers around the world, which requires local access numbers from countries spanning the globe.

In 2006, IDT's needs grew when it acquired VoIP service provider Net2Phone to complement its portfolio of services, enabling affordable international calling for residential and wholesale customers. Net2Phone, now an IDT subsidiary, provides PC-to-PC and broadband VoIP services, SIP trunks for businesses, and carrier VoIP solutions. For Net2Phone to provide these services internationally, it needed geographical phone numbers for each country in which it operated. Voxbone worked with IDT to meet its increasing demand for international phone numbers for calling cards and VoIP services provided by Net2Phone.

## The Challenge

In the 1990s, increasing dependence on the Internet and deregulation of major telecom markets provided opportunities for new providers to offer voice services at lower costs. IDT, founded in 1990 as International Discount Telecommunications, took advantage of the new telecom landscape and deregulation by developing international calling cards. When VoIP technology emerged several years later, IDT again recognized opportunities in the evolving telecom market and began offering low-cost calling solutions through its acquisition of Net2Phone.

As an international service provider IDT needed to interconnect with a local telecommunications provider in each country to gain access to local telephone numbers and the local voice network. However, establishing and maintaining partnerships and links in every country became extremely time-consuming and prohibitively expensive.

Additionally, IDT faced challenges in maintaining interconnections with different service providers in multiple countries. IDT had to deal with diverse technologies and transmission standards from country to country, as well as work with different support teams and processes in each locale. The company realized that it needed to cap costs and lessen the complexity of supplier management to be competitive.

*"Voxbone has been our DID provider of choice for many years for several of our VoIP services. We recognized from the beginning that Voxbone is a strategic partner that can deliver carrier-grade services at a fraction of the cost of other providers. The convenience and feature set provided by their online management tools are among the best in the industry."*

Emmanuel Ablaza, Director of Strategic Programs, IDT

## The Solution

In 2005, IDT became one of the first companies to recognize the value of working with Voxbone. At that time, Voxbone was a startup that had just established its first interconnects in Europe and offered local geographic and toll-free telephone numbers from 10 countries. The benefit for IDT of working with Voxbone was obvious: IDT could gain access to resources from Voxbone's 10 countries with a single IP interconnect. Additionally, Voxbone's back office was fully automated, reducing administrative carrier relations costs for IDT.

Several other factors - Voxbone's unique business model, the company's focus on quality VoIP inbound solutions, and its goal of additional international expansion - convinced IDT to work with Voxbone. As Voxbone extended its network footprint, adding countries and creating Voxbone DIDs, IDT further integrated Voxbone's services with its operations.

Voxbone's VoxDID 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 numbers can be ported to the VoxDID service. Numbers can be ordered and delivered in real time via Voxbone's Web-based administration portal (VoxCommand) or applications programming interface (VoxAPI).

*"Voxbone has substantially contributed to the rollout of our services to countries outside North America. Voxbone has helped simplify our process of accessing local telecommunications networks for voice origination services, making our market deployments quicker and more affordable."*

Jonah Fink, Senior Vice President of IDT Telecom Solutions

## Success Story

IDT began by selling innovative callback services. Today, it is a leading provider of prepaid calling cards, selling as many as 20 million cards per month in 50 countries. VoIP services are available through IDT's Net2Phone subsidiary in more than 40 countries.

By incorporating Voxbone's services into its business plan, IDT has capitalized on innovation and creativity to lead the market in all the telecommunication services it delivers. The company has recognized and rapidly integrated new technologies that have brought operational improvements and cost savings, thus staying a step ahead of the competition as the telecommunications landscape has evolved.

## IDT - Company Profile

<b>Category:</b>	Calling Card Operator
<b>Type:</b>	Public (NYSE: IDT)
<b>Founded:</b>	1990
<b>Employees:</b>	1200
<b>Key People:</b>	Howard S. Jonas, CEO James A. Courter, Vice Chairman Ira A. Greenstein, President
<b>Website:</b>	<a href="http://www.idt.net">www.idt.net</a>
<b>Headquarters:</b>	250 Broad Street Newark, NJ USA

## 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](http://www.voxbone.com) or connect with Voxbone on [LinkedIn](#) or [Twitter](#).

## About IDT

IDT Corporation ([www.idt.net](http://www.idt.net)) is a consumer services company with operations primarily in the telecommunications and energy industries. IDT Corporation's Class B Common Stock trades on the New York Stock Exchange under the ticker symbol IDT.

IDT Corporation operates as a telecommunications and energy company. It operates in three segments: The Telecom Platform Services segment provides telecommunications services, including prepaid and rechargeable calling cards, a range of voice over Internet protocol communications services, and wholesale carrier services. It produces and distributes prepaid calling cards to retail outlets across the country. This segment also provides prepaid cards to large and medium-sized retail chains, such as supermarkets, drug stores, and convenience stores under the retailer's brand names. The Consumer Phone Services segment offers consumer local and long distance services comprising unlimited local, regional toll, and domestic long distance calling.

The Genie Energy segment, through its IDT Energy subsidiary, resells natural gas and electricity to customers in New York. In addition, Genie Energy holds the company's interests in the American Shale Oil, LLC (AMSO), a joint oil shale research and development venture in Colorado with Total, S.A.; and in Israel Energy Initiatives (IEI), which holds an exclusive shale oil exploration and production license in the Shfela region of Israel. IDT Corporation was founded in 1990 and is headquartered in Newark, New Jersey.

**voxbone**

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