

Conferencing services

Voxbone Delivers International Access Numbers for Powwow Voice Conferencing Service



Executive Summary

Via-Vox Limited, a technology holding company that owns several online communication services, launched Powwow in 2004. Powwow provides customers with low-cost conference calling facilities that require no booking or separate billing; customers pay only the cost of their own call, which is added to their standard telecom bill. Via-Vox created Powwow to support its belief that remote working would become common practice and that corporations would turn to audio conferencing to promote increased employee mobility and home-based working. To make the Powwow service available rapidly across main global business centers, Via-Vox turned to Voxbone to obtain local telephone numbers from 50 countries in just a couple of clicks. Additionally, Via-Vox took advantage of Voxbone's global call capacity to manage call traffic globally and maximize network efficiency.

The Challenge

Via-Vox was founded in 2003 with limited staff and resources. The main characteristic of Powwow is simplicity, in both technical and business terms. Via-Vox recognized an important telephony trend: About 95 percent of people use only about 5 percent of the average telephony system's functionality and often are confused by too many options.

So Via-Vox decided to remove technical complexity, enabling them to lower costs while improving customer experience. Powwow is built on the concept of keeping things simple. For instance, customers do not need to book a conference room. Nor do they ever receive a bill. Customers have to pay only the cost of their own call, which is added to their standard telecom bill.

However, Via-Vox faced a challenge in making the business model behind the free conferencing service sustainable. Telecom costs needed to be controlled without sacrificing quality of service. To get international dial-in numbers for its U.K.-based conferencing platform, Via-Vox would have needed to contract with local telecom operators in nearly every country. Building expensive local SS-7 or ISDN-30 interconnects and managing relationships with a local operator in every country would have been time-consuming and costly.

The Solution

In 2006, Via-Vox teamed with Voxbone. By using VoxDID, Via-Vox accessed local dial-in numbers from multiple countries over its existing Internet connection. VoxDID enables Voxbone customers to extend the international reach of their telephone networks rapidly and with limited cost. The service provides geographical and national phone numbers from more than 50 countries and 4,000 cities for direct inward dialing. Calls to these 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.

Using VoxDID benefited Via-Vox in three ways.

- First, Via-Vox was able to reuse its existing redundant interconnection to receive calls from more than 50 countries without having SS-7 or ISDN-30 links. Voxbone ensures reliable call delivery over the Internet because it offers redundant interconnection with 13 global ISPs.
- Secondly, the voice quality delivered by Voxbone exceeds the quality of a regular PSTN call. As a result, all dual-tone multi-frequency signaling (DTMF) information sent by audio conference organizers and users for conference call management is correctly transmitted. To provide long-term sustainability of its services, Voxbone is a licensed operator on its entire footprint ensuring compliance with local telecommunication laws and regulations.
- Third, Via-Vox was able to save money because Voxbone doesn't charge per-minute fees for international transport of calls to the Powwow conferencing infrastructure hosted in the U.K. All numbers share common capacity on Voxbone's global private VoIP backbone.

Success Story

Over the years, Via-Vox and Voxbone have grown together. Today, Via-Vox uses Voxbone's dial-in numbers in every country on Voxbone's footprint. In 2010, Via-Vox reported a turnover of £7 million for Powwownow - a figure expected to reach £10 million by the end of 2011. At the end of 2010, Powwownow also released a smartphone conferencing application that was highly recommended by CNBC, AppCraver and TechWrench. Concerence Calls on Review, a leading conferencing service review site in the U.K., concluded, "Powwownow currently set the standard and is worthy of our top position."

"Thanks to Voxbone we were able to expand local access to our conference call service rapidly on a global level. We are truly impressed by the flexibility and scalability of their inbound network."

Paul Lees, Founder and Director of Via-Vox Ltd.

Powwownow - Company Profile

Category:	Conference call provider
Type:	Privately held
Founded:	2004
Employees:	52
Key People:	Andrew Pearce, CEO Paul Lees, CEO
Website:	www.powwownow.co.uk
Headquarters:	36 Paradise Road Richmond, Surrey, TW9 1SE, UK

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 Powwownow

Powwownow is a brand of Via-Vox Ltd. Since 2003, Via-Vox has launched groundbreaking communications services that strengthen the potential of web and mobile technologies. From its London based headquarters, Via-Vox develops and markets a variety of major communications services which are available throughout Europe, America and Australia.

For more information on Via-Vox, please refer to www.via-vox.com.

Powwownow was founded in 2004, offering customers low-cost conference calling facilities with the ethos of no booking, no billing, no fuss. Customers do not need to book a conference room and never receive a bill from Powwownow. They only pay the cost of their own call, which is added to their standard telecoms bill. Powwownow is Europe's fastest growing free conference call provider and operates in 15 countries including the UK, US and major European markets. Powwownow employs 52 people and is based in Richmond and Manchester. Turnover for 2011 is predicted to reach £10m.

For more information, visit www.powwownow.co.uk.

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