

## VOIP...WITHOUT AN IP PHONE

Custom solution allows customers to receive international VoIP calls on their cell phones

### THE CHALLENGE

Communications technology has made the global marketplace smaller, and more and more people are doing regular business overseas. As such, they're searching out cost-effective alternatives to traditional long distance so business remains on the up while the bottom line stays down. And because business is always on the move, customers are demanding solutions that can travel with them wherever they go, be it out of country or the corner store.

Martin Alexander wanted to give his customers the flexibility they needed to keep in touch with their international clients around the clock. He thought they should be free to choose local numbers in the countries of their choice, thereby letting their clients call them for free, and have those calls forwarded to them via internet. The catch? He wanted his customers to be able to receive forwarded international calls on their cell phones. Traditional VoIP requires an IP device - a telephone connected to the internet; a cell phone requires a direct connection via the PSTN. Was there any way to take advantage of VoIP's low cost international calling with a mobile phone?

### THE SOLUTION

IPsmarx designed a custom solution for Martin that gave his customers the mobility they wanted. By converting PSTN to VoIP and then back again, his customers could receive calls from their clients anytime, anywhere in the world on any phone they chose. For example, one of Martin's New York customers had clients in Paris, so created a local Paris telephone number; whenever a client called that number, they were transferred via the PSTN; from there, the signal is converted to VoIP and travels over the internet to the New York PSTN; once again, the signal is converted to PSTN and rings through to the customer's cell phone. Although the call is still telco-based, the associated long distance charges are totally avoided and no IP phones are required. IPsmarx also altered their billing software to accommodate a telco-based system,

IPsmarx created two interfaces for Martin. The first, for his use only, allowed him to maintain his system and manage all aspects of his business; the other enables his customers to autonomously sign up for and manage their own accounts, no office staff required. And customers can choose whatever features they want, including "Follow Me", which they can program to ring up to 25 locations either sequentially or simultaneously - no matter where they are, they never miss an important call.

**"Because I wanted a custom solution, I expected to pay a premium price for it. I thought it would be difficult, and would take a while to implement. Well, I was totally wrong! It was like the IPsmarx team had been designing systems like this for years. They listened to my needs, and created the perfect solution for me and for my customers - and it didn't break my bank account. Thanks to IPsmarx, I have a unique service offering, and a successful business."**

Martin Alexander / Boston, MA, U.S.A.

