

VONAGE ON A BUDGET

Entrepreneur jumps into residential VoIP market without breaking the bank

THE CHALLENGE

Ernesto Diaz, a first-time VoIP player with no technical knowledge, wanted to launch a residential VoIP-based service in the U.S. as a lower cost alternative to Vonage. He knew that with lower overhead, he could offer competitive rates and acquire a profitable market share - as long as his service was up to par. And even though he was operating on a budget, he wanted to offer the same features as Vonage, plus easy access to 9-11 service. He also needed a way to configure IP devices without a technician: large companies like Vonage buy devices in bulk and, as such, have the option of purchasing them preconfigured for the end user; smaller companies with smaller orders do not. Ernesto didn't have a tech team, and needed a way to make the process quick, easy and affordable.

THE SOLUTION

IPsmarx developed a provisioning server to detect database and customer settings via internet, and auto-configured IP devices on the users end; all they had to do was unpack and plug it in, and the system took care of the rest. IPsmarx then connected Ernesto with Dash-911, a 9-11 carrier, and integrated his customer database with theirs; his customers simply had to enter their information into his database, and it would automatically enter into Dash-911's so that, like traditional 9-11 service, if they call 9-11 their information will be available to the operator.

Ernesto needed an E-Store to sell his services online, but developing a secure site was expensive. IPsmarx designed his site and integrated it with Paypal, so that all transactions were handled by them safely and securely and Ernesto didn't have to worry about processing payments. His gateway was configured to block everything but VoIP traffic and his entire system operated on an automatic backup, so all of his data is secure.

IPsmarx also created a multi-lingual GUI and customer portal and complete e-invoicing system. His customers can easily manage their service online, and he can concentrate on growing his business.

"IPsmarx made it easy for me to understand the VoIP business, even though I knew absolutely nothing about how it worked or what I needed to succeed. They took the intimidation away and gave me a system I can manage on my own. It practically takes care of itself! It shouldn't be this easy to start and profit from a VoIP business but with IPsmarx, it is."

Ernesto Diaz / New York, NY, U.S.A.

