

NORTEL PBX VOIP INTEGRATION

VoIP-based long distance feature brings the world to your cubicle

THE CHALLENGE

When you run a successful technology firm with clients in 28 countries, you spend a lot of time on the phone. Derek Fulton's office system was a PSTN based Private Business Exchange (PBX), a telephone exchange that served his particular office only; there was a main number, and everyone on his team was reachable through extension numbers. Because it was PSTN-based, monthly long distance bills were enormous. Calling cards were not a viable option, as each destination country would require its own calling card - keeping that organized and entering in different numbers and PINs for every call was just too time-consuming, and would have required replacing all of the extension phones in the office with non-PBX phones. Derek wanted a VoIP-based system that would allow his team to make calls to anywhere in the world from any phone in the office while keeping the same internal phone system structure. He also wanted a directory to store client telephone numbers for instant lookup, and the ability to ensure that the most important business calls were conducted on the highest quality lines, with less urgent calls prioritized to regular quality lines.

THE SOLUTION

IPsmarx used a Quintum VoIP gateway and our Softswitch to give Derek's Nortel PBX system VoIP ability with access to highest-quality A-Z termination. The system switches automatically between national and international carriers with the push of a button, and works from any extension phone in the office. The Softswitch guarantees all calls are terminated with the highest quality line, highest success rate, and lowest cost. The IPsmarx team designed two quality levels, Silver and Gold, and enabled push-button call quality prioritization - the best lines can easily be reserved for high priority calls, and the rest are kept open for other calls.

Detailed CDRs for each call let Derek track his company's monthly activity, so he knows who is calling whom, where they are calling, and the duration of the call. And all the features he wanted - call waiting, call forwarding, voice mail and personalized music on hold - were easy to implement.

Integrating his PBX with VoIP has saved Derek's company over \$600 each month, and has made it easier to do what he does - serve his clients.

"Before I contacted the team at IPsmarx, my office was stuck in a technology time warp - not good when you're a technology firm! It's easy now to pick up any phone in the office, look up a client in the directory and call. And it was so easy to make the switch, I can't believe we waited so long to do it. IPsmarx made our day-to-day activities that much smoother - and the savings over traditional long distance are incredible."

Derek Fulton / Tyson's Corner, Virginia, USA

