



**Collab.**



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# The Power of a Hosted PBX

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[www.collab.com](http://www.collab.com)

**TalkTalk  
Business**

Powered by  
**tIPicall**

tIPicall is a UK based distributor of Hosted IP PBX solutions, SIP Trunking, Connectivity, and International Numbering services. tIPicall has more than ten years of experience and 100 partners, 90 located in UK and 10 around the world (America, Middle East, Europe) who resell their products. tIPicall has registered an increase of 50% in income over the last 3 years and is now part of **TalkTalk Business**.

## Business context

According to UK's Government website, Information Communications Technology (ICT) industry worth £58 billion in 2014 and is one of the world's largest markets. About 100,000 software companies operate in UK and tIPicall is in this gigantic list. In a highly competitive market where almost all software companies in the UK are using cloud solutions, the **hosted telephony segment** is **loaded** with players trying to offer the same solutions, with no differentiator included but the price.

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*“When a reseller goes to market against another reseller, they find out they actually got the same quotation and proposition, even if they are buying it from different vendors and have their own infrastructure. The differences are minimal. In the end it all comes up to who will sell the service for the lowest price. And tIPicall does not want to compete purely on price.”*

*Guy Miller, Director of Next Generation Voice Services at TalkTalk Business*

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## The Challenge

Facing this scenario tIPicall focused in finding a solution that allowed them to **differentiate undoubtedly** from other **resellers** by providing the market with a **global offering**, functional in **multiple countries**. With this strategy the London based company was also taking advantage of their competitor's weaknesses: not having a differentiator and innovative product designed to operate in an international scale.

Furthermore, when deploying a PBX solution many adjustments and tests are needed until all works perfectly, so it was crucial to have a partner / vendor that would help tIPicall move **efficiently** from a platform to another.

## Why Collab?

Collab is a **European company** with **customers** and **partners** in over **30 countries** with references in key areas like Telecommunications, Banking, Outsourcers, Healthcare or Government and with a hosted PBX solution that could help tIPicall offer a new market approach, adding value to their costumers business.

tIPicall pointed out the three **top elements** for the success of a project like this:

- Good working relationship with the vendor. That carries on for many weeks, in terms of getting it right, project planning, delivering and making sure that it works. And not just sell a package and run away.
- Listening to experts; understand what people have done before; looking at companies with proven track record and implementation, in order to know how it works in production and not only in a test lab.
- Selling expectations at the start will always be a challenge. If you think you can be selling services in a month you are misguided and have to set real business expectations. You need to have enough cash to support the initial costs.

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*"Most providers in UK go for a two year cycle until they have a working solution. (...) With OneContact PBX it was quicker, we took six months to get to a stable state. We had internal and external help that accelerated this process."*

*Guy Miller, Director of Next Generation Voice Services at TalkTalk Business*

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## Solution

**T**IPicall adopted **OneContact PBX** a powerful **multi-tenant SIP Based IP PBX** solution that provides flexibility and easy browser based management of all tenants, with fixed mobile convergence between mobile, physical and softphones. It offers:

- IP-PBX functionality **100% SIP based**
- **Multi-Tenant**: Supports multiple clients and sites
- Integrates with **fixed** and **mobile networks**, softphones and physical phones
- Compatible with **digital PBXs** (via connexion SIP)
- **Unified Web Interface** for provisioning and reports
- **Intelligent Routing** for incoming calls (hunting groups, voicemail, etc.)
- **Personalized numbering plans** for outbound calls
- **Mobile Extensions** for iPhone, iPad and Android (OneContact PBX Mobile)



## Results

Implementing a new hosted PBX solution was a major challenge for Collab and tIPicall. Both teams knew the importance of this project for each other. For Collab it was an opportunity to successfully introduce **OneContact PBX** in the **UK** market and for tIPicall the challenge was technological since they had to migrate from a platform to another.

The project began with a strong **professional relationship**, based on trust which allowed to overcome the daily difficulties. Collab as a **reliable partner** helped during all the project stages and after six months tIPicall had a new PBX hosted solution ready to go to market.

With **OneContact PBX** tIPicall offered their resellers:

- International service
- Carrier grade reliability
- Integrated solution (PBX; minutes; infrastructure; servers)
- Ultimate end user control (IVRs; Hunt groups; Audio files; ....)
- Seamless SIP integration
- Simplicity to end user
- Greater commercial margins



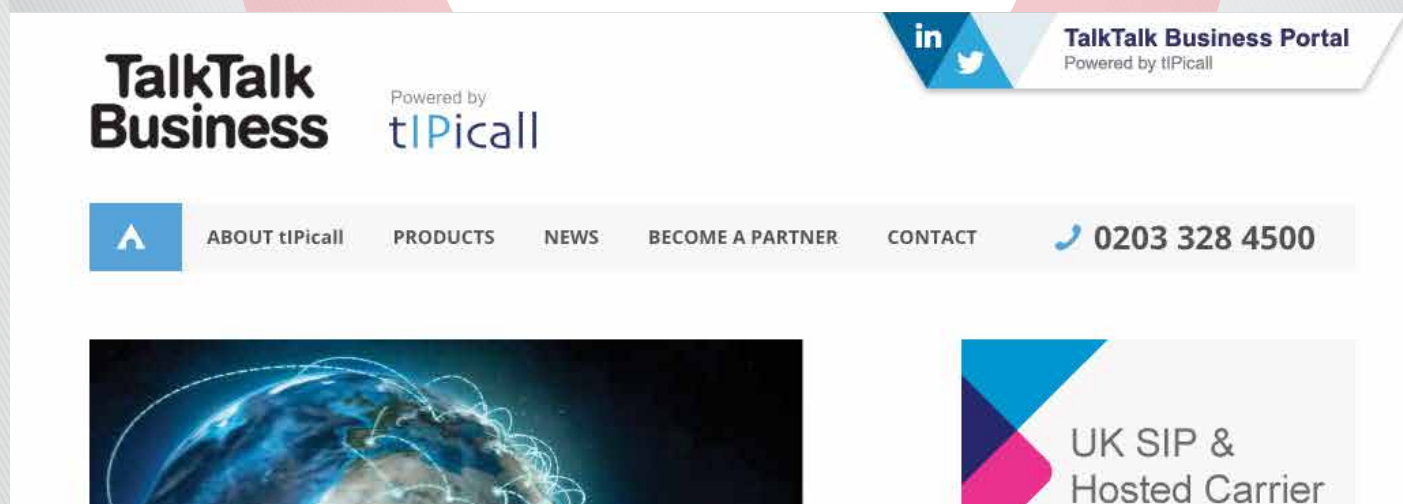
50%

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*“Our business always enabled the reseller and the end client to be able to self-manage their portfolio of services. We felt that OneContact PBX with its self-management tools allowed a “normal person”, not a telephony expert to use it in an easy way. Also the simplicity of the IVR section, managing users, the automatic and remote set up of handset, all of this gave us a product differentiator.”*

*Guy Miller, Director of Next Generation Voice Services at TalkTalk Business*

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tIPicall's **results** have been **remarkable** since the beginning of the project. In the last three years, their revenue increased by **50%** and their current goal, after a recent acquisition by TalkTalk is to become **market leaders** in the **UK**.

### Contact us for more information

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