



Become an **Enterprise** or **Consumer**  
**VoIP Service Provider**

The purpose of this document is to provide an overview of the challenges and requirements for a successful enterprise or consumer VoIP Services launch. Please contact VoIP Logic at [sales@voiplogic.com](mailto:sales@voiplogic.com) for an interactive consultation.

# Making it Work

## Key considerations as you launch (or re-launch) your VSP

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## The Team

You need a solid project manager on or at the head of your team, experienced VoIP engineering and a clear plan for customer support services - often more time intensive than anticipated. Even when working with an outsourced provider you will want technical understanding of the crucial systems in house. If systems integration is required then a person knowledgeable about your legacy systems on the team as well.

# The Team

Here are a few of the team members you should consider. These vary based on type of deployment

	Reseller	VoIP Logic	Facilities Based
Software Programming	NO	NO	YES
Billing Manager	NO	NO	YES
Senior VoIP Engineer	NO	NO	YES
VoIP Engineer	NO	YES	YES
LAN Engineer	YES	YES	YES
System Administrator	NO	NO	YES
Technology Assessor	NO	NO	YES
HTML programmer	NO	YES	YES
CPE Specialist	YES	YES	YES
Voice Troubleshooting	NO	YES	YES
End User Customer Service	YES	YES	YES
Installation Technician	YES	YES	YES

## IP network

Network selection is the #1 overlooked key consideration a VSP must make. Determining the path the call will flow and your ability to monitor and manage QOS is very important. If you choose the public Internet you need a customer base with lower expectations or more technology savvy. There is only so much customer service can do to remedy repeated problems. If you choose a pricey MPLS or private network make sure it works as well as the PSTN and take your 100% uptime goal seriously.

# IP network

- Best efforts (public Internet) or Managed (MPLS, DSL, etc.)?
- Will you use or require any layer 3 prioritization?
- How will you perform remote LAN measurements and optimization?
- Will you require any separation of voice and data packets?
- One or many providers of origination services?
- One or many providers of domestic/international termination?
- How will you diagnose network problems?
- How will you perform VoIP peering?
- How will you troubleshoot network problems?

## Provisioning OSS

This is where the marketing magic meets the technology reality. You need to come up with a pricing and marketing strategy that can be supported by your underlying systems and presented and managed by all actors – end user, group manager, customer service, management – with proper access and control. End user customers will not tolerate underperforming web applications.

# Provisioning OSS

- What are the phone features associated with each user
- When do I create a billing account
- What are the voice mail features associated with each user
- How will I handle unique dialing plans for each end user/tenant
- How will I support Emergency Services (E911 or equivalent)
- How will I support wiretap requirements
- How will I configure CPE?
- How will I handle number portability
- How will this integrate with legacy systems

# Billing

This is often called BSS – Business Support Systems – billing and collections integration with the overall management infrastructure allows scale-ability but is often expensive when you first start out. Many carriers start with a very easy flat rate model with no moving parts which is one of your few options unless you invest some time and money in a flexible system that can anticipate changes you might need to make.

# Billing

- Is CDR Rating required for your billing?
- Is CDR presentation required for your billing?
- Is online/email or regular mail delivery required?
- Is full itemization required?
- Is automated (credit or debit) payment processing required?
- What, if any, is the taxation structure?
- What, if any, is the commission structure?
- What should a presented invoice look like?
- What services will you add in the future?
- Does your legacy billing system integrate?
- How will I integrate with accounting?

## Customer Premise Equipment

SIP allows more and more intelligence to be placed on the device – software or hardware. Choosing reliable hardware for either a hosted PBX or a Consumer VoIP deployment can have a dramatic impact on quality and your ability to monitor and support customers. Careful testing and a clear understanding of how CPE interacts with the LAN environments into which it is placed is key.

# Customer Premise Equipment

- Things about what they can do today and into the future
- Things about resiliency on networks
- Ease of monitoring and remote management
- Approved to work with other components
- Supports many protocols
- Multiple line identifications and ability to work on a PBX
- Reliable vendor support, upgrade, new release cycles
- Seamless audio transmission quality
- Who will do CPE fulfillment

# Engineering Support

To take all of the pieces and make them work together there are additional questions to consider:

- How will your customers manage their phone accounts
- How will your customers manage their messaging accounts
- How will your customers manage their billing accounts
- How will billing support and troubleshooting support help users having trouble
- How will you automate processes
- When is the right time to invest in automation – who will do it.
- What legacy systems need to be integrated
- What third party systems (Emergency, LNP, etc.) need to be integrated
- How are troubles escalated and resolved

# Engineering Support

## Global Hosting Locations

**New York:** Telx

**Los Angeles:** One Wilshire

**Miami:** NAP of the Americas

**London:** a. Telehouse Europe  
b. City Lifeline (80 Clifton Str.)

**Frankfurt:** Ancotel

**Hong Kong:** HKCOLO



## Experienced Team

- 24/7 engineering support coverage
- 8 person engineering support team
- 140+ deployments
- Managed SLAs



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## Make it Sizzle

There are lots of really neat and useful ideas out there for service providers – one number, click to call, ad-supported VoIP, voicemail to text, voicemail to email, etc. – come up with your idea. Many of the current crop of Voice 2.0 and Web 2.0 service providers are recycling older technology integrated into some newer systems. What this means is the technology integration to make it sizzle might be within your budget.

# Make it Sizzle



## About Us

**VoIP Logic, LLC** is a leading provider of outsourced VoIP systems and solutions. VoIP Logic enables telecommunications providers worldwide to build and manage flexible and scalable VoIP networks. From VoIP Managed Services to Cortex® middleware, VoIP Logic provides a comprehensive set of on demand solutions for service providers looking to use VoIP technology. Founded in February 2003, the company is headquartered in Williamstown, MA, with hosting hubs globally.