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CEO: VoIP Logic's Latin American sales to contribute 35-40% of global revenues - Regional

Wednesday March 2009 17:29

US software solutions provider VoIP Logic expects Latin America this year to contribute 35-40% of global revenues, which are predicted to reach US\$6.5mn-7mn, company CEO Micah Singer told BNamericas.

In 2008, Latin America contributed 30-35% of the US\$4.6mn in global revenues; that revenue total nearly doubled the US\$2.4mn reached the prior year. The region is the fastest growing market for VoIP Logic, which also operates in North America, EMEA and Asia.

With operations since 2003, VoIP Logic is an outsourced solution that enables communications service providers worldwide to build and scale complex enterprise, consumer, wholesale and Web 2.0 voice solutions.

"We are seeing a lot of demand for outsourcing: as carriers and service providers launch new communication services they can either invest heavily in personnel, data center capacity, real estate, or they can outsource it. And we are the outsource option. We have seen quite an uptake in particular in Latin America," Singer said.

VoIP's flagship product is the Cortex operational support system, a middleware application that allows service providers to integrate their service offerings with the web, SMS, email and other communication and business tools.

The company has around 14 people dedicated to sales and support in Latin America, and Singer sees Mexico and Brazil as having the most potential in the region. Because of the industry deregulation in Latin America, the executive believes there are more carriers entering the market and more licenses being sold.

"Each of them generally uses an IP-based next generation network, so they need help on deployments, understanding, and, depending on their budgets, their footprints. Most of the new operators come to us for outsourcing - our relationship is ongoing. They aren't just one sale; it's management services, so it is really an opportunity," Singer said.

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