



iotum

# CASE STUDY

## IOTUM

# ABOUT IOTUM

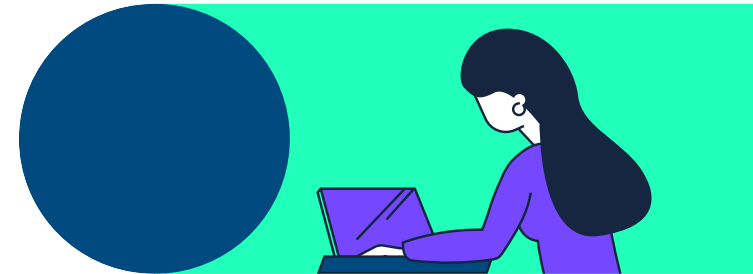
iotum is an international company with roots in VoIP, telecom switch development, and innovative voice and mobile services.

Its product portfolio includes:

- \*FreeConference.com, the original, free conference calling service;
- Callbridge, a virtual meeting platform tailor-made for both enterprise-level collaboration and white label resale; and
- Talkshoe, an all-in-one podcasting platform.

## SUMMARY

iotum provides teleconferencing and group communications cloud products to millions of users worldwide. Rather than rely on the public internet, iotum is using Console Connect to enhance the quality of audio, web, and video calls for its customers.



## CHALLENGE:

iotum wanted to have the best, consistent quality in their global service. They found that video conference calls across Europe and North America tended to work well because established internet peering relationships facilitated a strong internet connection. But as soon as the service was outside those two regions the quality of the audio and video wasn't good enough for them to confidently deliver a truly exceptional experience anywhere in the world.

Noam Tomczak, iotum COO chose the Console Connect software-defined interconnection platform to help improve the quality of global video calls. "When we are not using the Console Connect interconnect solution we really notice the difference in quality," he said.

The integration of Console Connect solution was very easy. According to iotum software engineer Chris Stephens, "The integration was absolutely seamless and we had no issues in getting the cross-connect."

## KEY CHALLENGES

- Lack of regional connectivity
- Unreliability of public internet
- Ensuring top level performance for its white-label products sold by partners

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**CHRIS STEPHENS**  
Software Engineer, Iotum

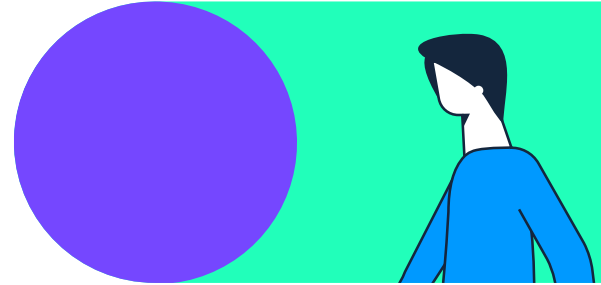
# SOLUTION

Iotum had a physical point-of-presence (PoP) at a data center in Los Angeles, and then added data centers in London and Hong Kong in order to be closer to its customers.

“The only way you can stay close to customers if you’re having a global call,” said Tomczak, “is if participants in each region can connect to their closest PoP, and then the PoPs need to network together in a full mesh architecture, and that’s where Console Connect comes in, to connect all the PoPs together with high quality, low latency links.”

“Console Connect configured five PoPs, each with five international links, that’s 25 different circuits to configure – all implemented in an automated and seamless way. To do this type of configuration manually would be a nightmare.”

Iotum is able to manage their Console Connect service through a single online interface. “The web app makes it a lot easier to see what’s going on,” said Noam Tomczak, Iotum COO, “and you can configure and manage your connections as needed. I don’t think any other provider uses such a sophisticated web app for provisioning and managing your circuits the way that Console Connect does.”



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## RESULTS

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## KEY CHALLENGES

- Significant improvement in call and video quality
- Flexibility to turn up global nodes on demand
- Collaboration on new business development

“With Console Connect we can easily add new PoPs anywhere where AWS is already present. Or even Microsoft Azure. If I want to add a PoP in Toronto and AWS is in Montreal, we might add an Azure PoP to Toronto. It doesn’t have to be just one provider and we don’t have to have a physical data center to do it.”

**NOAM TOMCZAK**  
COO, Iotum



## TAKE CONTROL | CUT COMPLEXITY | MAKE INTERCONNECTIONS EFFORTLESS

Console Connect is PCCW Global's Software Defined Interconnection® platform which spans over 40 countries, capitalising on our low latency, fully-redundant, uncontended global MPLS Network. The Console Connect digital platform allows users to instantly self-provision connectivity between carriers, enterprises, cloud, SaaS, IX, IoT, UCaaS, Security-as-a-service and other network-as-a-service partners in seconds.

Easy as a click! Try it for free [HERE](#)

Have other questions we didn't cover?

Join our community of experts [HERE](#)



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