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1wire

Case Study

SD-WAN HELPS 1WIRE FIBER TAKE THEIR VoIP DELIVERY TO THE NEXT LEVEL

Introduction

Software-Defined Wide-Area Network (SD-WAN) combined with Voice over Internet Protocol (VoIP) is a powerful technical and business combination. As businesses continue with digital transformation, they are moving away from on-premise voice systems to cloud and hosted voice platforms. Hosted voice offers a wide array of features, functionality, and business benefits that on-premise solutions cannot deliver especially in mid-market and in multi-site deployments; It expands reach, while maximizing team collaboration.

8 Ways to Differentiate Your Brand with VoIP

Learn More

1Wire Fiber of Salt Lake City, Utah deployed SD-WAN to provide the network and quality of experience necessary to quality VoIP. Deploying SD-WAN as part of their solution gave 1Wire the ability to manage and control the network and application experience end-to-end for each of their customers. In addition, 1Wire could use any Internet circuit available at each customer site to provide Quality of Service (QoS), better ROI, and redundancy. As we will see in the case study below, SD-WAN allowed 1Wire to design and deliver a network that allows their service to be delivered reliably and consistently.
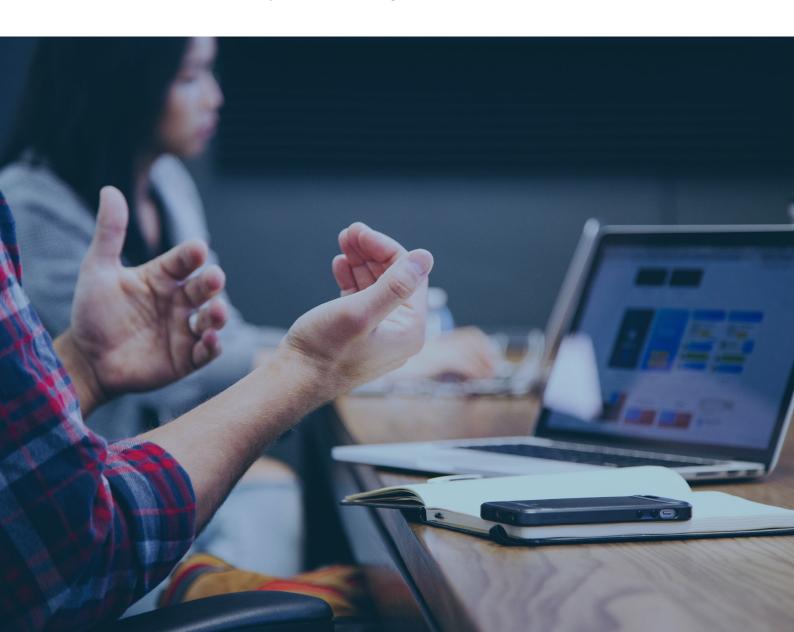
Deploying SD-WAN and Hosted VoIP

One Hosted VoIP provider that recognized the value of SD-WAN early on is 1Wire Fiber, based in Salt Lake City, Utah. *"Our VoIP Services are built on time tested (over ten years) and fully supported enterprise Hosted PBX technology"*, says 1Wire CEO, Adam Sessions. *"Because the platform is software based, 1Wire has been able to deploy it across our own network infrastructure that we maintain and control and can be deployed anywhere. Our engineers and technicians have many years of experience with the system and are able to react expertly to challenges and opportunities with customer's needs. With the evolving, full feature set of our platform, there are very few VoIP challenges we can't overcome...other than the quality of the connection."*

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"With a target market and customer base that typically relies on widely available broadband connections, control of the speed, reliability and quality of internet connectivity has been a challenge. Until SD-WAN, this was a constant headache for us and our customers."

– 1Wire CEO, Adam Sessions.

Hosted Voice – Part of Business Migration to the Cloud

Hosted Voice platforms allow Unified Communications tools such as video chat, group messaging, and conference calling more available by allowing staff to use multiple devices such as tablets, mobile phones or laptop computers based on their location and needs. Hosted platforms also make it easier to add contact center features to support call treatments, tracking, and dispositions. VoIP also provides a more flexible cost structure as licensing typically allows you to pay for what you need and change features without considerable hardware, software, or professional service costs.

To make the VoIP/SD-WAN combination work, you need reliable Internet at all sites, sufficient bandwidth at office locations to support business applications, general web browsing, and voice. VoIP also has to live in a business environment where other applications are hosted in the cloud – and the Internet connection is extremely important. Voice redundancy and failover are also required and finally, for the VoIP provider, optimizing use of data center circuits is important to manage cost and also deal with customers' security/firewall arrangements.

The VoIP +
SD-WAN Solution

Why should you combine SDWAN and VoIP?

- SD-WAN allows the VoIP provider to deliver bandwidth, reliability, and redundancy: Take any circuit from any DSL, Cable, even LTE provider at any single site and combine the bandwidth from all these circuits.

- SD-WAN also allows you to Deliver Quality of Service (QoS) across multiple circuits: Provide elastic QoS so you can assign on a % of bandwidth so that if it's not used for voice, it's available for other applications. If you wanted to you could allocate all your bandwidth to voice, although this wouldn't be recommended.

- SD-WAN frees up data center bandwidth: take internet traffic and "left-turn" it to a local Internet gateway in a multisite deployment- This way you're not getting unwanted data coming back into your network and negatively effecting the speed of your internet.

- SD-WAN ensures that you experience up time, all the time. It allows you to apply a single IP address to each location which allows connections to fail to each other at a site without dropping voice calls in progress or re-initializing sessions.

- Combining SD-WAN with VoIP enables you to deliver a national or international solution; By giving you the ability to logically manage multiple circuits from multiple providers, you can deliver hosted VoIP anywhere, to any site, and have visibility, while being able to understand and manage the underlying network performance and characteristics.

Where Multapplied Fits In

Multapplied has been in the business of providing logical networks overlaying the physical network for over 5 years. Our platform is built on hard-won experience and delivers features and value that meet the most common use-cases.

Yet, Multapplied SD-WAN is more than software, it's a business platform that enables Hosted VoIP providers to sell and deliver better quality services and while building strong recurring revenue streams and margins. Our white label, white box business platform allows you to own and brand the customer experience end-to-end.

With our platform, you retain visibility of your customers, their networks, their performance and customer experience. We also enable you to extend the MNI platform into your business and operational systems through the Multapplied API. Multapplied SD-WAN enables Service Providers to simplify the management of complex networks and mitigate downtime while increasing performance, security and return on investment. Control your brand, own your customers, and change the way you network.

Contact Us

Expand your business & increase customer satisfaction with these VoIP Strategies

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