WHO CARES ABOUT VoIP?

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WHO WE ARE.

• 2 Companies sitting on top of VoIP Network

  – Localphone
    • Retail offering (VoIP accounts, apps)
    • 700,000 users

  – Voxbeam
    • Wholesale offering, A-Z Termination
    • US CLEC
    • Terminate ~20,000,000 mins/week internationally

• We use
  – OpenSIPS
  – FreeSWITCH
  – Jester
  – RabbitMQ
  – Redis
  – Hadoop
  – Homer
  – Sangoma (Transcoding)
OVERVIEW.

• Where we were 5 years ago “The Past”
• Where we are now “The Present”
• The Future
• Who Cares About VoIP?
Part 1: The Past
5 years ago – business.
5 years ago – business.
5 years ago – residential.

- PSTN
- Cell/mobile
- Instant messenger
- No VoIP
Localphone 5 years ago.

VoIP network

VoIP account

Direct SIP from PSTN

Direct SIP

SIP

Tier 1 carriers

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Change1 – iPhone and Android apps.
Change2 –
Data everywhere.

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Change3 – Tier 1 SIP Trunking.
Part 2: The Present
Business – Unified Communications.
OTT Services.
Traditional Network.
OTT Network

Incoming communication

- App
- PSTN
- IM
- Email

...Anything is possible!
The Localphone app.

Standard features:
The Localphone app.

Standard features:

✔ Android & iPhone
The Localphone app.

Standard features:

- Android & iPhone
- Contact list
The Localphone app.

Standard features:
✓ Android & iPhone
✓ Contact list
✓ SMS
The Localphone app.

Standard features:

✓ Android & iPhone
✓ Contact list
✓ SMS
✓ Make calls
The Localphone app.

Extra features:

- The Localphone app.
- VoIP network
- Free switch operator
- No Codecs
- ILBC
- Speex
- Yes
- PSTN
- Wifi/3G
- SIP
- GPS
- SIP 2 carriers
- PSTN access?
- Yes
- No
- PSTN
- VoIP network
- Codecs
- ILBC
- Speex
- GPS

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The Localphone app – 100% VoIP.
The Localphone app – Next steps.
Cutting the PSTN Out

• Still reliant on PSTN into VoIP network
  • VoIP cheaper – no interconnect/CABs
  • VoIP higher quality
  • VoIP allows “OTT” functions

• Ideal is for contacts, not numbers

• But… PSTN still has huge usage
  • Small businesses
  • Consumers with no interest in smartphones or the internet
Solution...

To know your Enemy, you must become your Enemy.

- Sun Tzu, The Art of War
Removing PSTN from within!

Localphone SIP network  \rightarrow  Gateway  \leftarrow  PSTN

Localphone SIP network  \rightarrow  Gateway  \leftarrow  PSTN

Own range (1407 XXX XXXX)
Removing PSTN from within!

Diagram showing relationships between SIP networks and SS7 tandem.
Removing PSTN from within!
Examples.

fig.1  
[Phone icon] → SS7 (PSTN) → Localphone

fig.2  
[Phone icon] → BT → Localphone

fig.3  
[Phone icon] → Level(3) → Localphone

fig.4  
[Phone icon] → INTELIQUENT → Localphone
Part 3: The Future
Conclusion.

- VoIP is all around us!
- Tier 1 carriers now behind VoIP (SIP)
- Consumers using more and more VoIP products whilst being unaware that what they are using is VoIP
- Who cares about VoIP
  - I do!
  - We do!
  - End users don’t!
Thank you.
Thank you.
Any questions?

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