

# THE POWER OF IP TELEPHONY

## EXECUTIVE SUMMARY

SuperInternet is a Singapore-based Network Engineering and Internet Services Provider. As a Cisco Premier Certified Partner, it offers customers a comprehensive range of Cisco equipment, together with the professional services to deliver an end-

to-end solution. The Company's current focus is IPTEL.NET.SG, a Hosted Cisco CallManager Solution which allows small and medium businesses (SMBs) to benefit from the adoption of full IP telephony without the expense of purchasing an IP PBX.



## BACKGROUND

SuperInternet (Singapore) Pte Ltd was established in late 1998 and in the space of a few short years, has taken its place as one of the premier Network Engineering companies in Singapore. It achieved Cisco Premier Certified Partner status in 1999, one of a handful to do so at that time.

The SuperInternet Group – which comprises SuperInternet and wholly-owned subsidiary SuperInternet

ACCESS Pte Ltd – offers end-to-end Wide Area Network (WAN) solutions. SuperInternet's capabilities span the entire network deployment lifecycle, from network design, to the supply of equipment, installation and configuration, and post-UAT support. ACCESS completes the picture with the provision of communications bandwidth both for private networks as well as Internet access.

THIS IS THE POWER OF THE NETWORK. **now.**



## THE CHALLENGE

Benjamin Tan, Founder and Managing Director of SuperInternet, leads a highly-qualified team of network professionals boasting a host of Cisco Systems certifications. In 2000, he oversaw ACCESS' successful application for a Service Based Operator Individual Licence from the Infocomm Development Authority (IDA) of Singapore to become a recognized Internet Service Provider.

He said, "We have two main business areas – Network Engineering and the provision of Internet Access Services. Our ability to run both as an integrated unit is our competitive advantage. Unlike competitors who do only one or the other, we can offer our customers maximum synergy by packaging network equipment together with the services and connectivity that only licensed ISPs can offer in Singapore."

A key priority for Mr Tan this year is tighter integration with its partners to allow SuperInternet to offer tightly-coupled solutions at compelling price points. He believes that this will stand it

in good stead as it enters the IP telephony market with its Cisco-based offerings.

"The convergence of voice and data is a major trend that we see. Many companies have come to realize that keeping separate infrastructures for each is expensive and unnecessary," said Mr Tan. "Just like how multi-function machines combining photocopy, fax and print functions are now the norm, we will see a similar integration between data and voice networks. For companies looking for new ways to reduce telecommunication costs, IP telephony is the way to go."

To support its customers, SuperInternet has invested close to S\$1 million to construct its IP telephony infrastructure, including a fault-tolerant networking solution with 99.999 percent high availability switching and routing capabilities. The entire infrastructure is installed at multiple sites to cater for redundancy and ensure business continuity in the event of a failure.



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## THE SOLUTION

SuperInternet recently launched an innovative new IP telephony offering called IPTEL.NET.SG, based on Cisco CallManager. The Company is marketing this solution as a hosted service, thus allowing customers to adopt IP telephony at a low-cost entry point.

"The bulk of the cost of any IP telephony deployment is the call routing platform. IPTEL.NET.SG is the solution for companies who want the features of a high-end PABX but not the associated cost. SMBs which cannot justify installing their own IP telephony servers and core infrastructure can now benefit from IP telephony at a much reduced equipment cost and running cost. The result is significant savings in upfront capital expenditure, as well as much lower communications costs from an operating costs perspective," explained Mr Tan.

"By outsourcing this component of the system to SuperInternet, customers are left primarily with only the expense of

the IP phones, which are priced comparably to those of traditional PBX providers.

"As this is a subscription service, they can start benefiting from IP telephony almost immediately as we can turn on the service once they have subscribed, and deployment is a simple and very fast affair."

The IPTEL.NET.SG solution comes with a comprehensive feature set. For example, Enhanced Call Details Records (CDR) enable companies to keep track of calls, making it easier to control costs – a capability previously only achievable in very high-end PABX systems.

"Today, people want more than just a phone. The IP Manager Assistant (IPMA) application available under Cisco Call Manager provides call-routing capabilities and other features that can help managers and their assistants handle phone calls more effectively.

"Another great productivity application is the ability to dial the contacts list in Microsoft Outlook address book using Cisco Telephony Service Provider (TSP). This speed-dial feature means users don't have to manually enter the phone number at all, plus the call is logged into the Outlook Journal as an entry for contact management and sales tracking."

In addition, professionals who are frequently on the road can be reached on the same phone number as the Cisco CallManager's Extension Mobility feature allows calls to be routed to wherever that person is logged in.

## WHY CISCO?

SuperInternet and Cisco Systems have a history of close partnership and mutual support. The Company has consistently upgraded itself by applying for and achieving new specialization certifications offered by Cisco Systems, including Security and most recently, IP Communications.

"We have worked with Cisco Systems for many years and we continue to do so because it has consistently delivered the most advanced and reliable networking products in the industry," said Mr Tan.

"Cisco CallManager is the industry's premier IP Telephony solution. By investing in it and hosting it in our datacenter, we are able to offer the

great features of Cisco CallManager at an affordable price to even the smallest of SMBs. It is robust, proven, and offers great features and investment protection to companies who simply cannot afford their communications infrastructure to fail today."

IPEL.NET.SG will be sold also through SuperInternet's 20 resellers, many of whom offer ancillary services that compliment to the solutions offered by SuperInternet.

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## THE RESULTS

Customers of its IPEL.NET.SG service have reaped almost immediate returns from their investment in the IP telephony solution. For heavy IDD users, cost savings are coming from the highly competitive rates offered by IPEL.NET.SG, the direct result of SuperInternet's tie-ups with the voice switching services of several major carriers.

Headquartered in Stockholm, Sweden, TriOptima is an international financial technology company that enables professional derivatives dealers to eliminate the sources of risk while dramatically increasing their capacity for new business. Its main product is the revolutionary triReduce®, an early termination service for the OTC derivatives market.

"We are in the business of helping our clients eliminate risk, reduce costs and increase capacity," said Paul Shelton, Managing Director of TriOptima Asia Pacific. "Similarly for our business, we are always on the lookout for solutions that help us better manage our business and reduce operating costs.

"We have four employees in the Asia Pacific today, and our business depends very much on their keeping in touch with clients and colleagues both in the region and across the world. SuperInternet's subscription-based IPEL.NET.SG solution based on Cisco products offers us all the benefits of IP Telephony without the high cost of the backroom infrastructure. It has enabled us to enjoy significant cost savings in IDD charges."

A full featured, high-end PBX system is the closest comparison to the IPEL.NET.SG solution. However, the pricing of the IPEL.NET.SG solution is a fraction of the premium PBX systems. The bulk of the cost of a PBX system is the backend switching platform. With IPEL.NET.SG, this cost is removed from the customer's expenditure as they only have to purchase IP phones to get started today.

Viewqwest Pte Ltd was one such customer. It is one of Asia Pacific's leading suppliers of advanced end-to-end IP connectivity and managed virtual private network (VPN) solutions. Today, it services 300 corporations across the region including Lehman Brothers, Schroders Capital, Shaw Organisation, Magnecomp and Comcraft.

Viewqwest subscribed to the SuperInternet service and bought seven units of the Cisco 7940G IP phone and three units of the Cisco IP Phone 7905G. Vignesa Moorthy, CEO of Viewqwest, explained, "Having evaluated a number of IP phone systems from Taiwanese and European suppliers, we found that Cisco's products are the most robust. The Cisco IP phones also stand out from the crowd as they come with XML (eXtensible Markup Language)-enabled LCD displays.

"More importantly, we have found that the flexibility of Cisco's offerings is unmatched. We did not have problems integrating other applications with the Cisco IP telephony solution."



# THE FUTURE

A new special service offered by SuperInternet under the IPTEL.NET.SG solution is the US/Canadian redirection service. This service allows a SuperInternet customer in Singapore to have a permanent regular or Toll-Free (1-800 or 1-888) US phone number which can be redirected to a phone in Singapore or anywhere else in the world.

With the recent signing of the Free Trade Agreement (FTA) between Singapore and the US, it is foreseeable that there will be a demand for this service from local companies that wish to trade with the US but do not have a presence there.

As SuperInternet (S) Pte Ltd has a direct presence in Canada, the gateways there are owned and operated by the Company, thus ensuring Service Level Agreement (SLAs) commitments both for voice quality as well as provisioning timeframes.

Moving forward, SuperInternet plans to launch a DataCenter-In-A-Box service by the fourth quarter of 2004, once again allowing SMBs with limited capital expenditure budgets to benefit from hosted high-end infrastructure solutions.

**SUPERINTERNET WILL CONTINUE TO LAUNCH COST-EFFECTIVE SOLUTIONS FOR THE SMB MARKET, STARTING WITH A DATACENTER-IN-A-BOX SERVICE BY THE FOURTH QUARTER OF 2004.**



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