

RING IN THE DOLLARS

VIEWQWEST DIVERSIFIES BUSINESS WITH CISCO IP TELEPHONY SOLUTION.

Viewqwest Pte Ltd is one of Singapore's leading providers of Metro Ethernet solutions. The company has wired up numerous office buildings in Singapore, offering tenants instant broadband access by plugging in their Local Area Network (LAN) into pre-installed Ethernet ports.

Founded in 1995 in the island-state, Viewqwest also provides enterprises with personalised business connectivity

services ranging from telephony and managed email to content delivery and hosting. At Viewqwest, network engineers meticulously tailor solutions to suit customer requirements instead of offering package deals that may not provide the exact fit for business needs. Such personalised service, according to Vignesa Moorthy, CEO of Viewqwest, is what differentiates the company from the competition.

THE CHALLENGE

VIEWQWEST MOVES UP THE VALUE CHAIN WITH NEW SERVICE OFFERINGS THROUGH CONTINUOUS INFRASTRUCTURE INVESTMENTS.

Viewqwest services 300 corporations across Asia Pacific. Of late, the company has gained momentum in Asia Pacific as one of the leading suppliers of advanced end-to-end IP connectivity and managed virtual private network (VPN) solutions. Its fast-expanding list of clients includes Lehman Brothers, Schrodgers Capital, Shaw Organisation, Magnecomp and Comcraft.

Just like any fast-growing organisation, the company constantly cranks out new products and services to expand its revenue stream.

"We are always on a lookout for opportunities to increase sales. Besides concentrating on our bread-and-butter business in providing basic Internet connectivity, we continually innovate to move higher up the value chain," says Moorthy.

Viewqwest competes with big boys like Singapore Telecommunications and StarHub. In Australia and Malaysia, where Viewqwest also operates, rivals include Telstra and Malaysia Telekom. However, Viewqwest has also established extensive peering arrangements with these incumbent providers, among many other Tier-1 carriers worldwide, as Viewqwest does not build and maintain its own global or regional networks. By focusing on providing the "last mile" connections, Viewqwest has been able to route

customer traffic over networks that provide the best service at the most affordable rates.

"Being smaller in size compared with the likes of Singapore Telecommunications and Telstra, we always strive to be more dynamic and service-oriented. For instance, we take time to sit down with customers to see how we can best tailor our offerings to suit their needs instead of throwing up one-size-fits-all packaged solutions," he adds.

In line with its motto, Viewqwest recently responded to market demands to drive down telecommunication charges with plans to introduce a carrier-grade managed IP telephony service, dubbed WebPBX. The offering, launched in January 2004, aims to eliminate International Direct Dial (IDD) costs and in-house PABX management. The service is targeted at organisations in Asia looking to outsource the management of their voice networks and reduce the cost of communication among geographically dispersed offices.

"Companies need not worry about hefty overseas call charges and manpower required to manage their telephone systems. For a flat monthly fee, we provide users within the IP phone network with unlimited calls and technical support," he says.



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THE SOLUTION

CISCO'S IP TELEPHONY SOLUTION EASES CONVERGED NETWORKS ADOPTION AND DELIVERS NEW BUSINESS OPPORTUNITIES.

Central to Viewqwest's new service is an IP telephony system based on Cisco Systems' technologies.

SuperInternet, Viewqwest's implementation partner, invested close to S\$1 million to construct the IP telephony infrastructure.

SuperInternet's investment includes a fault-tolerant networking solution with 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.

"The back-end system has been designed and deployed to meet 99.999 percent reliability according to BellCore FR-512 specifications," says Benjamin Tan, managing director of SuperInternet.

"With our investment, companies that wish to use or resell IP telephony services do not have to fork out the backend infrastructure cost. They just need to buy the IP phones, which start at a street price of US\$150 depending on the model, and a router, which typically costs about US\$1,000," says Tan. SuperInternet also bundles high-speed Internet access with its IP telephony engineering services.

A Cisco Systems Premier Partner, SuperInternet services clients with special network engineering requirements. A registered consultant under the Singapore Infocomm Development Authority's (IDA) Local Enterprise Computerisation Programme (LECP), SuperInternet recently broadened its services to include database-to-Web and payment systems integration.

SuperInternet is a close business ally of Viewqwest since 2001. The former recommended and implemented the IP

telephony system in June 2003. All critical IP telephony components are live today.

"SuperInternet has installed the IP phone infrastructure in multiple sites, including its own data centre, as a sign of its commitment to customers such as Viewqwest. This shows that SuperInternet is not just a systems integrator, but a business partner to help customers deliver 24/7 connectivity and 100 percent uptime," says Tan.

VIEWQWEST COUNTS IN CISCO TECHNOLOGY AND SUPERINTERNET SERVICES TO DELIVER AN UNBEATABLE INFRASTRUCTURE FOR GROWING ITS BUSINESS.

Viewqwest bought seven units of the Cisco 7940G IP phone and three units of the Cisco IP Phone 7905G. The Cisco 7940G, best suited for a businessman in a basic office, sports a large LCD display to provide caller information and access to applications. Meanwhile, the Cisco 7905G is a basic IP phone that receives inline power over the Ethernet.

"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," says Viewqwest's Moorthy.

The XML feature is critical to Viewqwest's business strategy as the company plans to develop applications, such as online pizza ordering and stock ticker display, for its IP telephony customers.



THE RESULTS

VIEWQWEST HELPS CUSTOMERS REDUCE COMMUNICATION COSTS.

Even before the commercial launch of the managed IP telephony service, or WebPBX, Viewqwest has already signed up Magnecomp and Comcraft, among other corporations, as trial users.

Each month, Magnecomp saves about US\$8,000 on IDD charges, otherwise incurred by frequent communication among employees scattered across eight offices worldwide. Meanwhile, Comcraft saves about US\$5,000 monthly on IDD by relying on WebPBX to handle voice exchanges among its five global offices.

VIEWQWEST GROWS REVENUE AND IMPROVES PRODUCTIVITY WITH NEW CISCO IP TELEPHONY SOLUTION. AT THE SAME TIME, IT HELPS ITS CUSTOMERS REAP THE BENEFITS OF IP TELEPHONY.

Among other benefits, users can also keep their landline phone numbers even when they relocate geographically as number portability is one of the key features of the service.

To start using WebPBX, companies have to either replace their traditional analogue telephones with Cisco IP phones or install an application, which acts as a "soft phone", in their computers. The service can commence immediately with the flick of a switch at Viewqwest's data centre after customer

site installation, which takes about an hour. The service runs on broadband networks.

"The Cisco IP telephony infrastructure allows us to create a new revenue stream, which is key to our expansion," Moorthy says. Based on internal projections, he expects to rake in revenues of US\$1 million by the end of 2005.

In addition to business growth, the Cisco IP telephony solution has also helped Viewqwest improve internal work productivity. "In the past, our staff could not be contacted on their landline if they were not at their desk. But now, they can answer calls anywhere using the soft-phone application in their laptops and a broadband connection," says Moorthy.

Going forward, Viewqwest plans to offer a managed IP videoconferencing service as part of an on-going strategy to up-sell to existing customers. The videoconferencing offering will be an extension of the company's managed IP telephony service.

"The beauty of Cisco's architecture is it allows us to add components as we grow. We can scale the solution to support thousands of users eventually without having to dole out the cost of the entire infrastructure on day one," says Moorthy, a satisfied Cisco customer.



THE PARTNERSHIP

CISCO'S TECHNOLOGY, TOGETHER WITH SUPERINTERNET'S IMPLEMENTATION EXPERTISE, DRIVES BUSINESS BENEFITS.

Viewqwest's satisfaction with the implementation stems from a close partnership with systems integrator SuperInternet.

"We have been a strategic business partner to Viewqwest for two years and have worked together to launch numerous IT initiatives, including a high-speed data network," says SuperInternet's Tan.

Viewqwest is also not new to Cisco products, having used the networking equipment giant's Catalyst Series Switches and GSR routers extensively to power its network for five years.

Viewqwest's network supports, among other functions, the presentation of billing details and individual voice usage on the firm's customer care portal. Developed in-house in June 2003, the bill presentation software captures call usage data directly from the Cisco Call Manager.

"The flexibility of Cisco's offerings is unmatched. We did not have problems integrating other applications with the Cisco IP telephony solution," says Moorthy.

**CLOSE WORKING RELATIONSHIP
SUPERINTERNET AND CISCO SYSTEMS CREATES
BUSINESS VALUE FOR VIEWQWEST.**



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