



It's Time to Blow Away Your Competition

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Rural telecommunications providers have a long and successful history of solving the challenges of distance and density when deploying networks and delivering high-quality, affordable service to our country's most rural and remote communities.

Today rural telcos face unprecedented competition from large communications carriers. The rural subscriber of today can access nearly all of the same prepackaged, bundled options available in more populated areas.

To remain competitive, rural service providers must find ways to meet subscribers' demands for both service and price. If you are a broadband provider, and many of you are, you have much to gain by combining voice telephony services with your broadband network — providing more service offerings, reducing operating costs, securing your subscriber base and increasing revenue.

The last couple of years have been challenging financially. Many service providers have had to cut spending and defer infrastructure upgrades. Some providers are hampered by legacy systems that can't easily scale to the capacity and features their subscribers are looking for, or these systems may no longer be supported by the manufacturer. Instead of fighting with your voice network, now could be the time to move your voice and enhanced voice services onto the broadband network. Today, you can make this move in a cost-effective way with no large upfront investment — pay as you grow. The easy-to-use XpressWorkX software platform includes all required protocols and can help you maintain your competitive edge.

The first step addresses voice. Our XpressWorkX Service Delivery Platform provides a software-based solution for deploying primary and secondary line voice services over a broadband network. This platform takes the place of several hardware components, such as border elements, session controllers and DSP-based IP media servers, and removes the need for specialized hardware and maintenance of multiple networks.

Key “class 5” features of the XpressWorkX platform include caller ID, call waiting, call forwarding, call blocking, 3-way calling, and voice mail. Subscribers access and control these features through traditional DTMF phone interfaces or with an easy-to-use, self-service Web interface, this decreases your administrative costs and increases customer satisfaction.

Already have voice on your broadband network? Then these features, and many more, can be added to your existing offering regardless of the current implementation. The XpressWorkX platform integrates seamlessly with existing softswitches and other IP network elements without the need to take over call control.

The next step looks beyond the basics. Enhanced voice services, including unified communications, are capabilities that the larger carriers promote and sell to subscribers—especially enterprise and business subscribers.

Enhanced voice service is not a one-size-fits-all solution, and there is a tremendous opportunity here for rural telcos to provide custom services. Your business customers are unique. They are the local hospital and school; the small, and sometimes seasonal, businesses that can be well-served by a broadband voice network that provides an inherent flexibility when adding user phones and then removing those users during the down season. The XpressWorkX platform can also help you provide features, like voice mail, mass notification, and toll-free routing, that these business customers demand.

Rural telcos are in a position to offer highly customized voice services unlike anything the big players can provide. Think about providing a service where a new temporary phone in the local hospital is automatically added to a subscriber’s existing account during their hospital stay. This is exactly the type of personal, customer-centered service only you can bring to your subscribers.

The XpressWorkX platform has an incredibly flexible, visual environment for creating these types of features and customized voice services. If you can imagine a call-flow or service, our tools and experienced staff can make it happen.

IMSWorkX looks forward to talking with you about your challenges and concerns. We are confident the XpressWorkX product line can help you deliver a competitive offering.