

## *Leading Cyprus Operator Deploys IVR Services with WTL*

### **Background**

Teleconnect was established in to offer Premium and Value Added Services to the market in Cyprus. The services offered include:

- Information Lines
- Live Phone Services (Astrology, Dating)
- Call Routing and Forwarding
- Conferencing
- Televoting & Competitions
- Interactive TV games

Most traffic is diverted to Call Centers in Greece. In order to reduce cost, be independent and more flexible, Teleconnect decided to become an alternative provider. This helped the company to get wholesale prices and offer new services to customers.

### **WTL Solution**

Teleconnect's aim was to find a switch to allow SS7 connection between the carrier and their TDM-based IVR. This switch should divert traffic to the IVR (SS7 to TDM) and to external providers or Call Centers (SS7 to SIP) according to the number dialed by the subscribers.

A number of solutions were considered and rejected including a combination of Cisco with Asterisk (this turned out to be expensive and more importantly, not sufficient for the task).

After long research the decision was made to use WTL. This solution was chosen because it was recognized as a High Performance, Cost Effective SS7 to TDM/IP Gateway. With WTL, things are simplified since traffic can come from any carrier (SS7, TDM, IP) and be routed out to any carrier (IVR, VoIP, National Network etc). In this way Premium Rate Numbers (900XXXXX) and Toll Free Numbers (800XXXXX) coming into the switch are analyzed and routed internally to the IVR or to external Call Centers using VoIP (SIP Protocol).

Apart from getting wholesale prices from the 900XXXXX numbers thus increasing income, at the same time using VoIP to divert the calls, the company has managed to minimize call charges.

### **SoIP Installation**

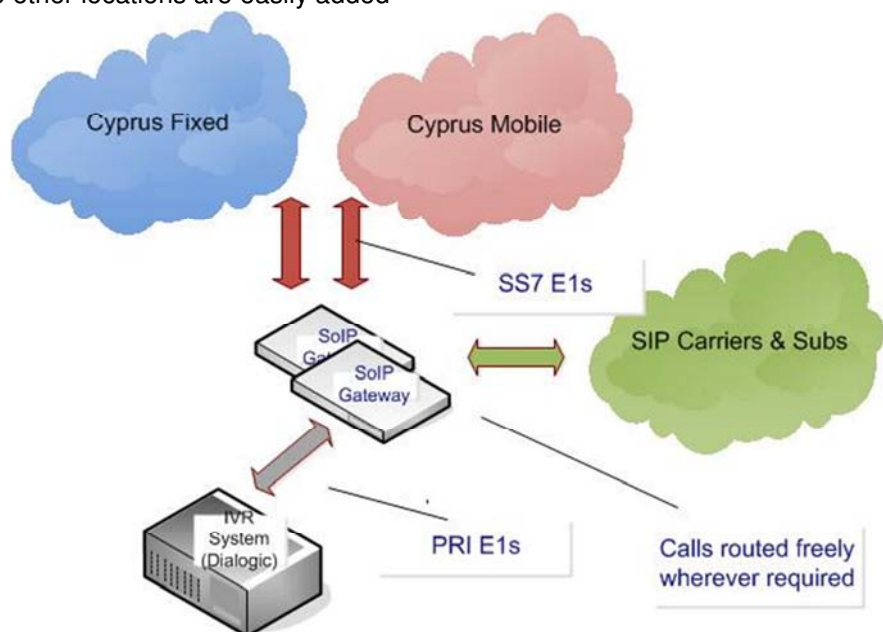
8 x E1 were installed to the incumbent carrier using SS7 signaling and 4 E1 to the IVR side (also TDM) as shown below.

When a call enters the SoIP, it is very easily routed to the appropriate Carrier (IVR, VoIP, National Network etc). By means of the internal DDI table each independent number is simply directed to go to the desired destination. Call statistics for every number and every agent/company are also available via the SW Admin business management software.

Andros Iniatis, Managing Director of Teleconnect declared himself very satisfied with the project to date and summarized, "We would like to admit that WTL was by far the best solution for our company, as it fitted our needs so closely The applications built-in to the switch are very rich and we find them extremely user friendly." He also went on to compliment the assistance Teleconnect received to get them up and running, "The support we got was very quick and reliable by email or by telephone. The SS7 interconnect, for example was handled very smoothly by the WTL guys in Brussels."

## Benefits of WTL Solution for Teleconnect

- Flexible system allows changes at short notice (for example, to support special promotions by the clients)
- Equipment is fully networkable so other locations are easily added
- Use of VoIP to take advantage of competitive international rates
- High voice quality
- Ability to add new services at any time (for example, call back, business telephony, calling cards)
- Single box solution for VoIP, carrier interconnect, call routing, Pre-Paid database, billing and provisioning
- Supports both SIP and H.323 Protocols + all popular Voice Codecs
- Flexible Switching and Routing
- Accurate Call Statistics



## Future

Looking ahead, Teleconnect want to expand their business by offering new services to existing as well as future customers, like retail VoIP services (low cost telephony).

A Calling Card Service is already offered to foreigners that live in Cyprus and for next year it is planned to offer VoIP to enterprises (offshore companies, travel agents, tour operators, hotels etc).

## About Teleconnect

Teleconnect is an Alternative Telecommunications Provider in Cyprus that can help with anything related to Voice and SMS business. The quality of the services is secured by sophisticated and reliable equipment and systems.

Teleconnect's service portfolio includes Audiotex Services, Prepaid Calling Cards, Call Shops and Call Centers, Telephony Services, Toll Free Numbers, Premium and Bulk SMS Services. Premium Rate Services are a great income generator for TV Stations, Call Centers, Radio, Web Host, Horoscope Chat Center, Newspaper or a Magazine.

For more information about Teleconnect visit [www.teleconnect.com.cy](http://www.teleconnect.com.cy) or email [andros@teleconnect.com.cy](mailto:andros@teleconnect.com.cy).

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## **About WTL**

World Telecom Labs is a Belgium-based company which has long been a leader in the provision of VoIP switches, Pre-Paid applications, and signalling gateways for emerging carriers and telecom service operators. WTL has an installed base of 100,000s of voice ports with service providers worldwide switching billions of minutes of VoIP traffic using WTL equipment. For more information about WTL and its products, please visit [www.wtl.dk](http://www.wtl.dk) or email [sales@wtl.dk](mailto:sales@wtl.dk)