

ZIP Telecom Case Study

ZIP Telecom Uses Metaswitch Perimeta to Replace Existing SBCs, Strengthen Network

What Is ZIP Telecom?

ZIP Telecom has been deploying enhanced business voice solutions since 2003, providing telecommunications solutions to organizations of all sizes, regardless of complexities or technical limitations. ZIP Telecom is a dynamic organization of IT and network professionals who strive to create the best telecommunications solutions for clients in every situation.

“We represent an effective and profitable means of circumventing traditional costly development and go-to-market cycles.”

–Kevin Moniz, CEO, ZIP Telecom

According to CEO Kevin Moniz, ZIP Telecom is the infrastructure provider for infrastructure providers: “Typically, integrators, IT management companies, large-scale tier 1 and 2 providers do not have the resources, capital or expertise to launch such services in an effective and timely manner. We have successfully created and launched a white-label partner program that helps such companies launch revenue-generating voice services. We represent an effective and profitable means of circumventing traditional costly development and go-to-market cycles.”

ZIP Telecom’s network currently has four Metaswitch Perimeta SBCs, and the company is in the process of installing four more. ZIP Telecom handles 8,000 concurrent calls on its network and terminates tens of millions of calls per day.

“The pent-up demand for this kind of technology is unbelievable,” Moniz says. “We’ve passed the early adopter stage for this kind of technology and are starting to move into mass consumption. The growth we’re expecting in the next two to three years is to grow to at least 50,000 concurrent calls.”

Background

From the creation of its network, ZIP Telecom deployed many different SBCs before finally moving to Metaswitch. The SBCs have filled multiple roles inside the network – as a customer border, as a peer border and as a compatibility element.

“As a peer border, it’s what allows us to speak SIP to any of our upstream carriers and anyone else that we may be dealing with,” says Moniz. “As a customer border, it allows us to do full topology hiding, perform maintenance windows and swing around traffic as need be. And as a compatibility element, it allows us to fix up a lot of that dirty SIP that some of the PBX vendors may have.”



Meeting the Need

In terms of why ZIP Telecom made the full switch to Perimeta, the primary reasons were support, value and vision.

Support

According to Moniz, Metaswitch does a lot of hand-holding on the initial turn-up of the boxes, a welcome development for ZIP Telecom.

“We’ve been accustomed to companies that hand us the box, and we figure it out by hook or by crook. That’s the way the old devices worked. You paid the vendor for them, they turned up, and then you were on your own in terms of putting them in the network.



“Metaswitch let us know that they were aware of the level of expertise that our guys had and that they didn’t want to get in the way of our expertise. However, they also let us know that they were right there for us through every step of the process should we need them, which is a really nice difference. So my guys didn’t feel like they had just been handed a lot of equipment that was completely foreign. But by the same token, they didn’t have someone breathing down their necks while they’re installing, either.”

Another key differentiator between Metaswitch and the other SBC vendors Moniz has worked with is the level of customer support he and his employees receive when there’s an issue with the network. Unlike his previous experience where he was at times assigned a number and did not receive help for a few hours, Moniz found that, “If I open a ticket with Metaswitch, it’s generally 10 minutes before I’m talking with someone who understands our network. Service at Metaswitch equates to a guy who gets on the phone, knows your name, and he’s sat in your boardroom. The personalized support is unparalleled. They truly do understand how large-scale operators need to operate their network and the importance of their network at any given time.”

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Value

“Network-wide licensing is a game changer in the realm of SBC licensing,” Moniz notes. “Whereas before, we had SBCs sitting out in the west, where they are under-utilized because we don’t have a large presence in the west, network licensing now allows me to change the whole opex and capex model I apply to how we build forward with our network. Now we can expand forward the reach of our network simply by putting a device in, and then worry about the licensing as the sales come. So it makes it a little easier for me to put the business case behind it and make the decision to expand the network at that point.

“Cost of throughput was another reason we stopped going with our previous SBC vendors. Metaswitch and Perimeta allowed us to do more throughput at a better cost per dollar. And it was a substantial difference.”

Vision

Metaswitch is powering the transition of communication networks into a cloud-based, software-centric future – Metaswitch’s vision statement.

The veracity of this statement also played a role in Zip Telecom’s vendor selection. “Metaswitch was more aligned with where we were taking our network down the road,” says Moniz. “When we were looking 10 years down the road at virtualization, we were there, and Metaswitch was there, so we were all aligned.”

From its sales staff to its executives, Metaswitch makes a point to fully understand its customers’ needs and desires and goals. Metaswitch works hard to help customers realize their vision.

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Moniz concurs, saying, “Everyone at Metaswitch is there to support us. It is a day-and-night difference to other vendors. Metaswitch is willing to get behind us as a company, as a vendor, to deliver what we require as a mission-critical network. Whether that be through innovation all the way to support to sitting down with bosses at the top and having a frank business discussion, it really is a different way of looking at a back-end vendor relationship to a carrier or a service provider.

“By far, we’re not Metaswitch’s biggest line item in any way. But you would never know that from how Metaswitch treats us. THAT is ultimately what sets Metaswitch apart from all its competitors.”

Conclusion

ZIP Telecom enables its customers to launch best-of-class voice services. With a development team of IT and network professionals focused on continuous vendor evaluation and interoperability, only the best network vendors are selected into ZIP Telecom’s network. With Metaswitch as part of its core advanced network, ZIP Telecom will continue to grow by bringing above-and-beyond performance and reliability to its smart communications solutions.