

Divox improved efficiency & enabled hassle free operations



Company name: Divox International Inc.
Location: Dover, Delaware, USA
Web-site: www.divoxmedia.com

Business impact

Benefits of the MediaCore Class 4 Softswitch:

- Load decrease on NOC and Account managers by 25%
- Improved staff productivity and operational efficiency
- Fast business decision making process
- Stable and hassle free billing



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Divox Interview at GITEX'11

Background

Divox is one of the most significant participants in the global telecommunications market and is the leading wholesale provider in India and the Middle East. Divox International Inc. (founded in 2008) is the group's parent and principal operating company.

Characterized by high quality services and strong direct interconnects (over 150) all over the world, Divox handles over 5 million minutes per day. It serves wholesale carriers and non-VoIP businesses such as hotels, small & medium enterprises (SME) and large corporations.

Business Challenge

Before migrating to the MediaCore, Divox experienced billing issues which made it impossible to operate smoothly. The team dramatically suffered from the lack of timely and accurate billing data. Available metrics also weren't enough for a 360-degree view of their business. Divox felt they didn't gain the business insight they needed to make fast and smart decisions.

Moreover, dealing with more than 30 Tier-1/ILD operators and having a wide

range of routes required complicated routing mechanisms so as to guarantee accurate connection and high quality services.

On top of everything, growing fast and being a forward-looking company Divox realized that they needed a solution that would be easy to scale. They were planning to expand into new markets (namely, Africa and the USA). So, the system needed to be responsible and scalable in a moment.

Solution

To overcome its challenges, Divox was looking for a solution to replace its entire infrastructure and satisfy needs of Executives, Managers and IT engineers.

Evaluation procedure included several steps.

At first, a table with main objectives was discussed and created. Then the team compared solutions available on the market and scored each one from 1 up to 10 according to the following basic deciding factors:

- **Functionality and options**
- **TOC (Total Ownership Cost)**
- **Payment terms and conditions**
- **Vendor's market position**

After the thorough evaluation the most suitable to the task softswitches were selected for testing. The short list of two solutions included the MediaCore Softswitch.



The second step was to consider additional factors:

- **Usability**
- **Implementation time**
- **Customisation**
- **Technical support quality**

As a result Speedflow solution gained the highest total marks and Divox decided on the Class 4 MediaCore.

Results

The impact was not long in coming. The load on NOC and Account managers decreased by 25%. The MediaCore gave the power to automate core processes so neither department wasted their time on routine.

Now Divox doesn't have any billing issues. It is stable and the team gets accurate quality, cost and margin information on time. This fundamentality reduces costs, improves margins, and measures call and carrier quality through a range of metrics.

"There are lots of boundaries in VoIP business and most of them can be cleared with the MediaCore Softswitch."



John Mathew,
Divox International Inc. CEO

Above all, Divox preserved the quality of their services. It is achieved with the help of Guardian module. It performs as a revenue assurance system by monitoring the traffic quality according to the established metrics. In case of any issues the system sends a Trouble Ticket to appointed receivers. Consequently, the Team has total control over network performance and reacts fast and precisely.

In addition, routing adjustments aren't a headache any more. Different types of routing priority settings, the possibility of blocking selected providers or groups of subscribers and least cost routing (LCR) are a few possible options available in the system.

Divox' expansion plans resulted in increasing the capacity of the softswitch 50 times over a year starting with 300 and upgrading it to 15 000 concurrent calls!

"The MediaCore Softswitch is a complex routing and billing solution which makes a business more efficient, increases productivity of NOC and Account departments."– says John Mathew, Divox CEO.

With the help of the carrier-grade Class 4 MediaCore Softswitch, Divox International is tracking towards 5 billion minutes in the year 2012.

Now, the company can focus on core business priorities, knowing that its infrastructure is in safe hands.

Visit our site for more information on the MediaCore [LEARN MORE](#)

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