

Expand your VoIP business with SMS Wholesale Services



Company name: KOL Telecom Services LLC
Location: Wilmington, Delaware, USA
Web-site: <http://koltelecom.com>

Successful implementation of VoIP and SMS services in one platform by KOL Telecom



Sunil Charly, Director-Operations (EMEA), KOL Telecom (left) with Ako Gurjinyan, Director Software Sales, Speedflow

Background

Offering a wide range of VoIP services to small and medium-sized businesses, KOL Telecom always provides the most cutting-edge technology to its customers. The US-based provider has been operating with Speedflow's MediaCore Solution for over 4 years, using the complete MediaCore suite that includes Switching, Routing, Billing, Transcoding and the Guardian Revenue Assurance Mechanism. The MediaCore has become an important part of the company's infrastructure.

Challenge

Recognising industry trends, KOL saw the potential for business growth in the SMS sector. Unfortunately, from experience operating in the retail SMS business, it was obvious that their infrastructure didn't allow work with transit SMS traffic. As a result, Management decided that it needed to expand their SMS business into the wholesale area. After realizing that SMPP protocol was the way forward for

wholesale SMS, and discovering their previous solution only supported HTTP protocol, KOL started searching for a solution that could meet all requirements.

The main objective was to find an SMS solution that ticked all the boxes regarding usability, cost effectiveness, technical support quality, and integration with their voice wholesale infrastructure.

Solution

Therefore, soon after Speedflow released its new MediaCore SMS Solution, KOL Telecom decided to try it out. A leading concern when searching for the right tool was KOL's reputation within the market for high levels of service. In order to maintain this, it was necessary for the chosen option to meet and surpass existing expectations. From long-term positive co-operation with Speedflow in the voice wholesale business, it was clear that the MediaCore was a reliable platform. With the best product right under their nose, the MediaCore SMS Solution was thoroughly tested, matching all their needs and more. Eager to achieve results quickly and minimise disruption, KOL implemented the SMS platform almost immediately.

The MediaCore SMS Solution is designed for handling carrier-to-carrier SMS traffic. It comprises SMS Switching, Routing, and Billing modules. The Solution can be utilised as a stand-alone product or as an integrated part of the Class 4 MediaCore Solution.

Results

With MediaCore SMS up and running and the system online, it was time to assess the results. It didn't take long to see that MediaCore SMS achieved more than the company's management expected. It was clear they had implemented a high-grade and cost-effective system.

The platform has an API that helped to integrate it to the company's infrastructure quickly and without issues. From prior relations with Speedflow, KOL's staff was familiar with using MediaCore so operations started immediately, avoiding costly system downtime. Simply in terms of time saving, Speedflow's platform was priceless.

TX/RX and TRX connection modes helped them to interoperate with all partners' equipment and software. The company entered a new market, increased its number of partners and solved their past issues. Built-in filtered reports, diagrams and graphs allow them to keep abreast of their business at any moment.

With the MediaCore SMS solution at the heart of their operations, KOL Telecom is now strongly placed to be a market leader. In the near future, they plan to build upon their success and further increase their market share.



Sunil Charly, KOL Telecom Services

'The MediaCore SMS Solution offers SMPP protocol, which is the future of wholesale SMS'

'Speedflow Team always provides the best support with well trained staff'

Visit our web-site for more information on the MediaCore SMS Solution.

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