Case Study: **Voice Broadcasting Corporation**

Customer: Voice Broadcasting Corporation is a division of Life Corporation. Voice Broadcasting offers outbound call center services for businesses and political organizations.

Challenge: Route analog calls to VOIP carriers using existing software and time division multiplex (TDM) equipment.

Solution: Add PIKA T1/E1 Gateway platform to existing voice broadcasting solution which currently features PrimeNet T1/E1 board and Daytona analog board technologies.

Benefits: Increased flexibility in carrier selection, lower outbound calling costs, faster client setup.

"We use patented hardware and custom software programs to deliver phone messages to a targeted list of prospects," explains Brian Anderson, Emerging Technology Consultant. "Whether a group wants to sell a product or an idea, we can place millions of phone calls per day for them and get their message out to anyone with a telephone. When a business prospect gets a call, they can press "one" if they want to learn more and we'll transfer the call to the company or organization in question so that they can speak directly to a sales agent. It's a low-cost way to reach a very large audience."

Since 1987, Voice Broadcasting Corporation has helped companies generate sales leads and find interested prospects through automated outbound calling campaigns. The company has even helped to elect politicians - calling potential voters and playing recorded messages on behalf of candidates.

To ensure its outbound calling service remains a cost-effective option for customers, Voice Broadcasting continually looks for ways to keep its technology costs down. "Unlike a lot of our competitors, we don't charge businesses per call – they only pay when someone answers the call and connects to a sales person," says Anderson. "Or, in the case of political calls, we charge pennies per call to remain competitive with autodialing services and other competitors."

So, when Voice Broadcasting found that adding voice-over Internet protocol (VOIP) capabilities to its existing solutions could help lower its outbound call charges, Anderson began investigating in earnest.

Leveraging the Power of VOIP

"We have to route all of our calls through carriers and each carrier charges a different rate," Anderson explains. "With the emergence of VOIP, we started noticing the existence of VOIP-only carriers who could give us lower rates and let us reduce the amount of hardware needed on our end. Instead of needing to have DS-3 connections going into T1s, for example, we could simply use an Internet connection."

Voice Broadcasting's existing technologies, however, were not compatible with VOIP so Anderson turned to his media-processing hardware vendor of choice, PIKA Technologies, for a solution.

As a longtime PIKA customer, Voice Broadcasting's offerings already incorporated PIKA PrimeNet T1/E1 boards and Daytona analog boards into their solutions. "We'd chosen PIKA long ago because their cost-per-board was the best out there and they had higher density cards than most of the competitors we'd looked at." Satisfied with the performance and support of the PIKA products, Anderson was confident that PIKA would have a solution to help Voice Broadcasting harness the VOIP opportunity.

"I looked at their T1/E1 Gateway platform and immediately saw that it could meet our needs," recalls Anderson. "With it, we could take our existing software and equipment and translate TDM calls into VOIP calls, and vice versa. In essence, we'd be able to talk to the VOIP world through our legacy PrimeNet T1/E1 based system, and that was exactly what we wanted."

Voice Broadcasting incorporated the PIKA T1/E1 Gateway solution after testing proved that it would perform properly in the field and support the large call volumes required by customers. "During our evaluation, we looked a competitive offering just to make sure we covered all our bases, but it was so much more complicated and expensive than the PIKA platform, that it just solidified our decision to go with PIKA."

Improving on a Good Thing

Today, Voice Broadcasting is able to route calls through both traditional and VOIP carriers with ease. "The PIKA Gateway platform has given us so much more flexibility in carrier selection," says Anderson. "It's also reduced the risk of trying new carriers. In the old days, it would take thirty to sixty days for us to get a physical hookup to a new carrier. Now, I can call up a VOIP carrier and start routing calls through them the next day."

Not only has Voice Broadcasting realized the cost savings it expected, its new VOIP connection capabilities have allowed it to serve customers more quickly. "Because our carrier setup process is much faster now, we can start placing calls for customers more quickly, too. That's a big plus."

About PIKA Technologies

PIKA Technologies for over 20 years has been providing developers with the tools they need to build advanced voice and fax applications like IP PBX, fax broadcast and self-service IVR. As the technology landscape has changed, so too has PIKA, building out its product offering so its customers can choose the right tool set for their applications. Whether building applications using board-based media processing or using host-based solutions, application developers of all kinds turn to PIKA for their development tools.

In addition to its traditional line of hardware and software solutions, PIKA now offers a family of gateways and appliances that provide top-quality performance out of the box. PIKA sells these products directly and also makes them available through its growing network of resellers and distributors. Known for its exceptional customer service, PIKA's customers can expect the same high level of personalized, fast and free support that the company has always delivered. Headquartered in Ottawa, Canada, the company has ranked in The Branham 300, an authoritative ranking of successful Canadian high tech firms, for five consecutive years.

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