PIKA

PIKA TECHNOLOGIES INC.

Case Study: Klarya Enters SME Market with Unified Communications Solution Based on PIKA WARP Appliance for Asterisk

Customer: Klarya provides appliance-based unified communications solutions to small, medium and large enterprises throughout Italy, as well as to carriers and the Italian government

Challenge: Add a small/mid-size enterprise (SME) solution to Klarya's Open Voice® product portfolio

Solution: PIKA WARP Appliance

Benefits: Successfully developed a small-scale unified communications platform priced suitably for the SME market

Klarya's Open Voice® unified communications platform has served medium- and large-size enterprises throughout Italy – as well as the Italian government – since 2005. In 2008, Klarya wished to extend the benefits of its platform to small- and mid-size enterprises (SMEs).

The company chose the PIKA WARP Appliance as the engine of its new SME solution, and is now targeting the SME market, via carriers, with the new offering.

A Strategic Decision

After three years of successfully providing open-source-based IP-PBX and unified communications solutions to mid- and large-size Italian enterprises, Klarya recognized an opportunity to serve the SME market through its communications carrier partners.

Klarya determined that the new SME solution would have to fit within the existing Open Voice portfolio: it would be an appliance-based solution using Linux and Asterisk®. Stefano Carlini, Business Development Manager at Klarya, notes, "We believe that an appliance – not a PC – is necessary to provide a professional unified communications platform. It was also very important that the same code base be used for the lower end solution to ensure a quick time to market and reduced support costs."

After meeting PIKA at the Astricon tradeshow in the United States, Carlini recalls, "We saw immediately that the PIKA WARP Appliance was the solution we were looking for." In addition to having an appealing form factor and sleek look, the WARP Appliance's Linux-based operating environment was ideal for Klarya, as was the fact that the appliance could be rebranded under the Open Voice imprint.

Fit for a Carrier

In addition to business telephony features, Klarya's Open Voice platform provides advanced IP-based conferencing, collaboration, presence and mobility features. To reach small businesses with these features, Klarya provides its new offering, called Open Voice 150, to carriers and resellers specialized in meeting the needs of that market segment.

A user-friendly appliance was an important consideration for Klarya. "Carriers want something that is simple to install and easy to use," says Carlini. "Open Voice 150 is very friendly and quick to install, and we are providing a very friendly user interface on top of the PIKA WARP Appliance."

With the Open Voice 150, Klarya's carrier clients can offer their SME customers features and capabilities equal to those that large enterprises enjoy. One of those features is mobility: the system's features and services are available whether the user in inside or outside a company's premises. Users can also be reached from one phone number no matter where they happen to be. The SIP protocol enables the system for auto forward calls to other telephones, mobile phones, VOIP clients, email, voicemail, and so on.

Carlini notes that it was also important that the PIKA WARP Appliance supported the integration of IP with traditional telephony lines, including POTS (analog) and ISDN BRI. He says that Klarya eagerly awaits PIKA's GSM interface.

"The GSM interface will be very important for us because it will complete the range of interfaces that we can offer. We'll have PSTN, BRI and GSM all in one box and we will be able to target the GSM VOIP market in Italy.

A Great Relationship

Carlini says that Klarya has had a positive experience working with PIKA. "For our engineers it was simple to develop our solution on top of the PIKA environment," he notes. "The PIKA API, software and voice applications provided by PIKA are easy to use, and PIKA's R&D team provides good support."

He says that Klarya is excited to offer a new solution that opens a new market for Klarya. "Using the PIKA WARP Appliance is very important for us – we made the right choice," he confirms. "For us, the PIKA appliance is strategic because it enables us to target the SME market."

About Klarya

Klarya provide state-of-the-art appliance based solutions for Unified Communications over IP specifically tailored for SMB and Enterprises which would improve communications reducing costs. Today Klarya operations cover all the Italian territory through a network of selected and certified partners which are continuously supported by Klarya team in projecting and providing specific customer oriented solutions. More information can be found at the company website www.klarya.it

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