

The main focus of any telecom company is dependable routes to multiple destinations. Maintaining the quality of these routes—especially when relying on VoIP—introduces a range of additional costs, such as advanced monitoring tools, dedicated engineers, special hardware, and an integrated system to track both costs and revenue.

The 6 Best Practices For Your VoIP Business are the deciding factors that we feel each telecom business implementing VoIP must do to best streamline procedures, personnel, and multiple hardware and resource expenses. Finding a solution that synchronizes these best practices across all departments is rare.

- **Feel the pulse of your business**
- **Accurately determine revenue**
- **Optimize resources**
- **Simplify Routing Setup**
- **Outsource the big jobs to experts**
- **Identify the hidden costs**

Kayote's hosted VoIP Traffic Manager, the VTM, is a hosted switch that combines all the features of a session border controller and least cost routing engine with multi-level security. Designed to unify all aspects of your VoIP operation, it allows all your managers to complete their tasks more efficiently—from call flow to billing—securely and from a single interface.

Saving time, resources, and costly investment is a prime objective of any company. VTM lets you and your customers do this through unique user profiles that limit views and restrict changing sensitive settings. Automatically resolve the complexities of VoIP interconnectivity and interoperability, saving valuable time on troubleshooting. Most important, since VTM is a hosted solution, it is scalable and eliminates the need to purchase or maintain the expensive hardware and software required to run your business smoothly and remain competitive. And since Kayote Networks engineers and dedicated support teams maintain it 24/7, your business should never have any downtime.

CEO: Feel the Pulse of Your Business

A global snapshot of all VoIP call traffic is critical to begin each day. Managers all need different detailed information, but all need to verify that the business as a whole is not performing at acceptable levels. Reseller businesses that send you call traffic have the same need to view their own traffic statistics.

VTM lets you benefit from a high-level overview without having to drill-down or run search queries. Its powerful Dashboard screen displays vital information, offering views that are specific for each user:

- Total minutes
- Top Destinations by minutes
- Top Originators by minutes
- Last 7 days total minutes
- Graph of the last 24 hours of minutes

Of course, you can tailor reports and print all this information, as well as the most detailed phone call statistics, for any time period you want.

Finance: Accurately Determine Revenue

Telecom businesses need to prepare multiple Call Summary reports that are up-to-date and gathered from various resources. The easier it is for the billing and accounting department to generate call reports, the quicker they can prepare and verify invoices.

VTM lets you mine your essential data and prepare multi-level reports that help you forecast profits. You can compare the rates you are charging your customers with the costs you pay each terminator.

- **Carrier Relations manager uploads the latest cost sheets**, then simply adjust your rates on a different page in the system. View any rate plan instantly by terminator name or date range.
- **The Billing manager runs mid-level reports** gathered from any range of time. You can resolve billing disputes by identifying specific rates and costs that are not consistent.
- **The Route manager gathers detailed statistics** on all your destinations, including ASR, PDD, ACD, and Total Duration Minutes. Verify that prefixes you are using for specific destinations are accurate.
- **The Quality Control manager ensures call quality** by reviewing in-depth CDR reports that provide the most technical details of every phone call, For every user, every destination: how many calls tried, how many successful, ASR, PDD, ACD, Total Duration Minutes.

Operations: Optimize Resources

VoIP businesses need to assign one, if not more, dedicated engineers to constantly setup and maintain routes, as well as resolve incompatibility issues, such as protocols and codecs used by different devices and gateways. Adding a new customer to your system that wants to send you traffic or interconnecting with a new terminator can be complex, easily taking hours to troubleshoot. An interoperability problem that suddenly cripples a route or customer would be a disaster.

VTM lets you interconnect with anyone, without working out the problems. It helps free up that additional engineer to join other critical projects and increase overall efficiency.

- **The Interconnectivity engineer just became available**, since VTM handles all interconnectivity automatically. It recognizes almost every protocol and codec, so setting up a new connection takes only minutes.
- **Anyone can sign up a new customer**—just enter basic information for the following 3 profiles: Authentication identifies the customer's traffic; Billing determines who to charge, current balance, and approved credit limit; Configuration defines the technical settings of a customer's devices and gateways that will be sending traffic through VTM. Once this basic information is entered, the customer simply points traffic to VTM's IP address.
- **Anyone can set up a new terminator**: just enter a gateway or IP address. You no longer need to track 100's of technical settings or deal with codec and protocol conversions. Deactivate any terminator in a single click.
- **System Alerts notify you as problems develop**: setup thresholds that trigger E-mail, Instant Messenger, and SMS alerts for significant changes in ASR, ACD, or Volume.

Carrier Relations: Simplify Routing Setup

Managing thousands of routes is complicated, especially when some employees need to track costs, while others must verify costs. Each route has different challenges. Not having any route to a certain destination is completely unacceptable. Juggling multiple routing plans and routing mechanisms for every phone call made is almost impossible.

VTM's core strength is its powerful least cost routing engine that lets you determine how to sell each route, by quality or at the most competitive price. It offers tremendous control to run profitability/margin analysis reports and helps ensure that you can provide multiple backup routes to every location.

- **The Rates manager uploads the cost plan** for each terminator then adjusts the rates you charge customers sending you traffic. View cost plans by terminator, edit and combine multiple prefixes to form new routes, enable routes by date, and delete routes you no longer want to use. Create unique rate plans and modify the Billing Increment for each category of customer.
- **The Route manager manually selects** which terminators offer the best balance of quality and price, then set each route's priority. Fork your traffic to the top terminators or have VTM automatically direct traffic to the least cost route you have saved. If you don't have a route to a certain location, choose Kayote Networks as the default terminator—we offer competitive rates to every location in the world.
- **The Billing manager can break out** every area code in the cost plan to see if you are paying too much and the thresholds are acceptable. Edit the initial amount of call time that you want to charge for and offer a grace period for each call

Information Technology: Outsource the Big Jobs to the Experts

Securing a VoIP operation is complicated, time-consuming, and very costly. But it is the only way to guarantee that every point the call traffic passes through is secure.

Licensing the most advanced programs to secure the data and hiring experts to integrate them on multiple redundant servers is a large percentage of the annual budget.

VTM certifies all your security needs, around the clock. Costly upgrades of new software versions are performed regularly, for no additional fee. Every level of your VoIP network is safe: hardware, WAN/LAN, operating system, and applications.

- **The Network manager can remain focused** on the office's infrastructure, software, and security. You will never experience any VoIP network downtime, only reliable connectivity.
- **Checkpoint's VPN-1 Edge** centrally manages the security policy of your VoIP business: firewalls, VPN, intrusion and DoS (denial-of-service) prevention, anti-virus and anti-spyware protection.
- **Radware's SynApps Protection** provides bandwidth management, application acceleration, advanced health monitoring, intrusion detection, DoS (denial-of-service attack) protection, and traffic redirection.

The Controller must identify hidden costs

A VoIP network is an expensive investment of multiple hardware components—modems, routers, switches, firewall cluster and hot standby, power supply, and load balancing services. The headache of managing it all is more than a full-time job.

VTM's hosted model not only provides redundancy for every essential component, it covers all the hidden costs of maintaining them.

- **Hardware takes up a lot of space**, which you will need more of to grow your business. While it may be less expensive to maintain your network on-site, a larger location may be more difficult to find and considerably more expensive to hold.
- **Electricity is not getting cheaper**, and big servers use a lot of it. Now double your costs for the standby machines, factor in a UPS, and add the cost of air conditioning.
- **Your 24-hour support team is expensive** to hold. With few people in the market able to offer solid VoIP experience, training and maintaining a reliable staff is expensive.

Connect your universe

Still not convinced that hosting your VoIP network with VTM is less expensive and will help your business run more smoothly? Call us and we'll set up a free demo account for you to test your own routes and call traffic.

For more information, contact us directly:

Phone: +1 212-202-6699

Fax: +1 831-308-9178

E-mail: sales@kayote.com

Or visit our website at: www.kayote.com