

Add Global Reach to MS Lync-based Conferencing

By using Voxbone's local telephone numbers from 55+ countries as conference dial-in numbers to support its Lync-based hosted unified communications, Intility can expand the reach of its conferencing feature globally.



Executive Summary

Award-winning Microsoft Lync Hosting Partner, Intility, has integrated Voxbone's local telephone numbers (also known as DID numbers or inbound SIP trunks) into its cloud communications and collaboration service built on Microsoft Lync (currently being rebranded to Skype for Business). As the only inbound SIP trunking provider to be qualified for MS Lync, Voxbone allows Intility to extend the reach of its Lync-based conferencing service to more than 55 countries. Having added high quality, international dial-in numbers further differentiates Intility's offering in the competitive cloud UC space.

Background

Intility aims to meet all of an enterprise's IT needs with what they call 'The Enterprise Cloud Solution.' It is made up of two components: a technical platform, inCloud, and a service concept.

inCloud is the foundation upon which all deliveries for an enterprise are built, so that Intility has full control over users, their accesses, applications, licenses and infrastructure. By standardizing basic infrastructure components such as backups, Exchange and Microsoft Lync across customers, Intility brings extreme efficiency and transparency to an enterprise's IT infrastructure.

Due to this unique approach, Intility is the IT platform of choice for more than 500 companies in the Nordics - all with unique needs, business applications and processes. It was also named Microsoft Hosting Partner of the Year for three consecutive years: in 2011, 2012 and 2013.

The Challenge

As part of The Enterprise Cloud Solution, Intility offers Microsoft Lync as a multi-tenant hosted service, integrated with an enterprise telephony service, priced per user, per month - the first company in the world to be able to do so. This service is used to significantly improve collaboration capabilities within an enterprise, whilst also offering basic telephony functionality.

Up to now, in order to enable comprehensive Lync-based conferencing features, such as speaking with peers outside an enterprise's network, Intility had to use services from external audio conferencing providers (ACPs). Unfortunately, contracting these third party providers added substantial cost

and complexity. So, Intility began looking for a solution that would allow them to continue to provide its Lync conferencing service without the associated financial and IT burdens.

The Solution

As a SIP trunking provider formally qualified for Microsoft Lync 2013, Voxbone is the partner of choice for service providers and enterprises deploying Microsoft Lync-based solutions. Being part of the Microsoft Lync ecosystem, Intility quickly discovered Voxbone. To date, Voxbone is the only DID provider qualified for Microsoft Lync 2013.



By integrating Voxbone's local dial-in numbers (also referred to as DIDs or inbound SIP trunks) into its UC solution, Intility no longer needed to contract these third party providers to enable conferencing services with international reach. To guarantee high voice quality and low latency for enterprise conferencing, Voxbone routes calls to its local phone numbers over a private global backbone instead of the public Internet. The calls to dial-in numbers in 55+ countries are delivered to Intility over a single SIP trunk, from Voxbone's Point of Presence closest to the location of Intility's datacenter. Compared to traditional telcos, Voxbone does not charge per-minute fees; its services come at a flat monthly charge. In addition, Voxbone can increase call capacity in minutes, as opposed to the weeks or months it typically takes traditional telcos.

With Voxbone, Intility can make its UC solution accessible to all end users in more than 55 countries and 8,000 cities worldwide - including remote or third-party non-Lync participants - without any extra fees or complications.

Success Story

The addition of Voxbone's services in December has enriched the experience and business benefits of Intility's Lync solution for more users worldwide.

"Voxbone enables us to integrate high quality, international dial-in numbers into our Lync platform, which further differentiates Intility's offering in the competitive UC space. Our customers can now enjoy a complete Lync solution, without having to worry about the additional costs associated with third party conferencing providers."

Simon Mangelroed, Senior Engineer UC, Intility

Intility - Company Profile

Category:	Cloud Microsoft Lync providers
Type:	Private
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About Voxbone

Voxbone is the market leader in providing virtual local phone numbers (often referred to as inbound SIP trunks, or DID numbers). Its services enable cloud communications providers, international carriers and enterprise contact centers to extend the reach of their voice networks internationally, rapidly and at minimal cost. The company delivers high-quality inbound SIP trunks from more than 55 countries and more than 8,000 cities around the world. Voxbone's geographical, mobile and toll-free numbers can be ordered in real-time via a web portal or an API. Voxbone is the only operator of its kind with its own number ranges, telecommunications licenses and a global private VoIP backbone. Customer references include: Telefónica, Deutsche Telekom, Orange Business Services, NTT Communications, 8x8 Inc., InContact, LiveOps and Skype. For more information, visit www.voxbone.com or connect with Voxbone via our blog, LinkedIn or Twitter.

About Intility

Intility is a Norwegian-based cloud service provider that provides InCloud, a cloud based platform offering unlimited access to compute, storage, data, network and fully integrated apps for productivity, security and connectivity. InCloud is designed for businesses that want to utilize IT to gain a competitive advantage. More than 500 companies and 15,000 users rely on InCloud as their primary IT platform.

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