

# A RINGING SUCCESS FOR THE VOICE MARKET

Seven months ago, Deutsche Telekom International Carrier Sales and Solutions (ICSS) launched a new voice solution called Dynamic Voice Exchange (DVX). The service offers extra-quick connectivity to Deutsche Telekom's international network



## DYNAMIC VOICE EXCHANGE: FILLING A NEED

With falling margins and rapidly developing technology that calls for continual investment, Deutsche Telekom recognised that the voice market was ripe for a far-reaching change.

As one of the biggest voice traders in the world, Deutsche Telekom saw the advantages operators could realise if they were given quick and easy access to a wider global network without the necessity and expense of expanding their own infrastructure.

Although Deutsche Telekom ICSS already offered its network services to other carriers, it understood that there was a need to make the process much faster while eliminating financial risks for the client. These factors would be particularly beneficial to smaller or younger organisations; ones that would also be in the greatest need of a secure relationship with a high-quality, Tier 1 provider such as Deutsche Telekom.

Dynamic Voice Exchange (DVX) is the result of those considerations. In partnership with the company Routetrader Exchange (RTX), a pay-as-you-go web platform was developed. It provides secure access to Deutsche Telekom's global voice network while offering integration with RTX's unique banking infrastructure. This combination makes a solution possible that offers quicker, more efficient interconnection, while leaving full cost control in the hands of the client.

Since the launch of DVX seven months ago, Deutsche Telekom ICSS has seen an explosion of new customers. Today, more

than 100 companies have already been added to the new customer list.

"We have been extremely pleased with the positive resonance DVX has experienced. Customer gains have been greater than we had anticipated, and there is no slow-down in sight. To the contrary, we're seeing a continuing acceleration of sign-ups," says Mardia van der Walt, SVP at Deutsche Telekom ICSS.

"We're now just in the seventh month of DVX going live. The customer acquisition rate for DVX has been excellent – possibly the fastest we have ever seen. With this as a springboard we can help our partner Deutsche Telekom focus on revenue growth for the platform," adds Miles Esfahani, managing director of RTX.

## ADVANTAGES THAT WORK FOR ALL SIDES

DVX has eliminated the need for time-consuming contractual negotiations and agreements by working on a pay-as-you-go basis. Over an online platform, clients only need to enter their details, register their IPs and make a payment. This has benefits for all involved. Clients receive a solution that is active within a few days and don't need to worry about overspending.

For Deutsche Telekom ICSS, DVX has abolished the problems of late payments and bad debt while gaining an otherwise neglected customer base.

In addition, customers have complete access, control and visibility of their assets over a 24/7 cash management platform. Funds are deposited into their

own, separate client accounts, in either dollars or Euros – they are not held in Deutsche Telekom accounts. The online system works in real-time so clients can immediately see which funds have been moved and make sure they are transferred only after traffic begins to flow. For added security and lower risks, the service allows monies to be withdrawn or service cancelled at any time. Since traffic can be routed simultaneously to both the premium and standard voice services of DVX, there is great flexibility to send traffic across different routes, which in turn maximises margins as well as quality.

The advantages of DVX have apparently become known to operators that might not have been able to expand across a global voice network without incurring the enormous costs of developing and enlarging their own infrastructure.

These companies have been able to improve their service quality and terminate voice to any international destination while reducing the risks that accompany high-volume transactions in the telco environment. ■

