

# case study

## Internet Telephony Service Provider Extends its Reach with XO® VoIP Origination and Termination Services

deltathree, Inc.

*deltathree, Inc. (DDDC), headquartered in New York City and with co-location sites around the world, is a leading provider of integrated Voice over Internet Protocol (VoIP) telephony services, products, hosted solutions, and infrastructure. The company offers high-quality Internet telephony solutions that are viable and cost-effective alternatives to traditional telephone services. Supporting tens of thousands of active users around the world, deltathree serves customers through its two primary distribution channels: the Service Provider/Reseller channel and the direct-to-consumer channel.*

*To enhance its services and extend its reach for Hosted Consumer VoIP Solution clients in the United States, deltathree uses a variety of XO products and services, including VoIP Origination and Termination services.*

### The Challenge

**Expand DID (inbound phone number) coverage in the U.S. so that Hosted Consumer VoIP Solution clients can grow their businesses to reach as much of the population as possible, with as many local phone numbers as possible, while working with an established market player**

deltathree's Hosted Consumer VoIP Solution provides all technical and back-office necessities to establish a successful VoIP service, such as billing, e-commerce and fraud management, provisioning and configuration, web applications, Customer Premises Equipment (CPE) and more.

A main component of the Hosted Consumer VoIP Solution is providing termination, which transfers a VoIP call to the public switched telephone network (PSTN), and origination, enabling customers to receive inbound VoIP calls. To ensure that these elements of the Solution are incorporated to optimal effectiveness and benefit to clients, Yaron Globus, deltathree's Vice President of Operations, oversees the acquisition of minutes for network transport and call termination, as well as DIDs from leading traditional telephone companies (CLECs or ILECs).

"The challenge comes in sifting through the models of different vendors and their network coverage," said Globus.

To make the decision that was most advantageous for Hosted Consumer VoIP clients, Globus carefully calculated the total cost of services and analyzed the coverage and quality of routes from each vendor. deltathree sought a stable, reliable partner that would provide excellent service and an attractive cost structure.

### The Solution

#### XO® VoIP Origination and Termination Services

deltathree already had a long-standing relationship with XO when it added VoIP Origination service. XO VoIP Origination services cover approximately 85% of the U.S. population, enabling deltathree to offer its Hosted Consumer VoIP clients a



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### Customer Challenge

- Find a vendor offering a fitting model for VoIP origination
- Increase coverage area for VoIP services
- Establish a successful relationship

### XO® Solution

- XO VoIP Origination and Termination Services
- DID cost structure that allows deltathree to keep inventory effectively
- Excellent service that fosters a satisfying business relationship

broader range of DID services, faster Local Number Portability services, and more aggressive call rates nationwide.

XO VoIP Origination service provides:

- Inbound (Originating) service from multiple markets nationwide
- Reliable intercity transport network via the XO 1.2 Terabit MPLS-enabled IP backbone, with multiple interconnection options
- Enhanced Service Provider Interface (ESPI) for requesting Local Number Portability, Directory Listing, and Caller ID with Name

## The Results

### Effective Cost Structure

The costs associated with XO VoIP Origination service have three components: per-month costs for DIDs, network capacity, and markets served. Through XO's flexible cost structure, deltathree can carry a large inventory of DIDs that can be activated quickly, eliminating the need to frequently provision additional DIDs. XO also allows deltathree to purchase additional network capacity in increments.

"The XO cost structure is working for deltathree," said Globus. "The minor reoccurring charge allows us to keep an inventory of DIDs and have ready access to add capacity. This gives our Hosted Consumer VoIP Solution clients a wide variety of options so that their customers can find the DID they are looking for."

### Expanded Coverage

The extensive XO network in the U.S. allows deltathree to offer comprehensive regional DID coverage for its Hosted Consumer VoIP Solution customers. Constant coverage expansion is key for deltathree as the company is committed to serving its Solution clients with the richest opportunities that today's telecommunication has to offer.

"XO is proud to be supporting deltathree in its mission to enhance services to the U.S. market with our VoIP Origination and Termination services," states Ernie Ortega, president of XO Carrier Services.

### Successful Business Relationship

Globus said that XO's team is very supportive and easy to work with. "They are always accessible to answer questions and are highly professional in every aspect of interaction."

"Working with a stable, established company in the market is imperative in order to avoid compromising inbound service capabilities," stated Globus. "We are, therefore, thrilled to be collaborating with a partner as proven and reputable as XO."

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#### **YARON GLOBUS**

Vice President of  
Operations  
deltathree, Inc.  
[www.deltathree.com](http://www.deltathree.com)

### **About XO Communications**

XO Communications is a leading provider of telecommunications services for businesses and communications service providers. XO services include local and long distance voice, dedicated Internet access, private networking, data transport, and Web hosting services as well as bundled voice and Internet solutions. XO is a proven leader in IP services, including the award-winning Voice over Internet Protocol (VoIP) services bundle, XOptions® Flex. For carriers and service providers, XO offers a full suite of wholesale services. XO provides these services over an advanced, national facilities-based IP network and serves more than 70 metropolitan markets across the United States.

For more information, visit  
[www.xo.com](http://www.xo.com) or call  
1.866.963.9696.