

## Overview

Omnispring.com is a premier provider of collocation, fiber network & wireless bandwidth, serving the Central and South Florida areas. Its wireless bandwidth product offers significant savings over traditional fiber-optic deployed networks, without sacrificing speed and reliability. Savings are achieved by eliminating the expensive local loop fees charged by Bell South and other "last-mile" carriers.

Omnispring also custom tailored services for medium to fortune 500 companies, and state/local government based on there IT needs, mpls networks spanning multiple states to multiple offices, mass storage solutions, HA Linux Clusters and more...

As such the company knew it is ideally placed to benefit from VoIP: an existing customer base and control of the final mile. Already the company was deploying VoIP services to business customers using native Asterisk on dedicated servers. Having achieved the proof of market there was the need to put in place a base for purposeful exploitation and achieve economies that a multi-tenant environment creates.

A turnkey solution that would simplify and automate user, admin and technician experience was needed on a platform that could easily scale to support hundreds of businesses and thousands of users.

## **Challenge**

Omnispring was more than confident of its ability to sell into its existing customer base and to maintain the quality of connection. Having established and tested its premium network over many years the company's primary concern was to maintain the reputation it had built.

This reputation would need to be upheld. Any VoIP solution should be stable, simple of set-up and a quality of offering for features and functions in keeping with a user's knowledge base, offer more than Centrex systems and at a hassle free lower point of entry than onsite IPPBXs.

As expansion was planned familiar themes such as effective redundancy were high on the list. The business users that were to be targeted in the upcoming campaign were often long established businesses and although the costs savings and features would be attractive however the issue was to put in place a solid and reliable system.

## **Solution**

William Duke at Omnispring had already been using native Asterisk for some time installed on dedicated servers. Although many options existed for providing interfaces that work with Asterisk William saw from Bicom Systems' web site that the company offered more. Bicom Systems offered systems and solutions.

The SERVERware platform provides a scaleable self-healing redundant system. Through the use of a control unit many host servers host virtual servers. The virtual servers are synchronised onto the control unit with all applications and data contained within. In the event of a host failing the controller will assume the services of the host and copy the data to a new host or the original once repaired. Having completed the transfer the fresh host then reassumes service.

PBXware Multi-Tenant Edition is installed inside one or more virtual servers on each host and provides all the standard features and functions that are associated with an IPPBX are maintained. Each tenant may select the number of digits they wish their local extensions to use and the same series can be used by different tenants without risk of one user calling another on a different tenant. This careful separation also permits Call Parking that is so often not possible in other multi-tenant systems.

A tenant may also be provided its own virtual server with dedicated database. This assists Omnispring to provide customers such as Call Centers a far more managed service according to call volume, call recording and legacy database integration options than traditional hosted services might offer.

As with all editions of PBXware the interface is available in Spanish as well as English. Although not a primary concern there is increasing tendency among southern Florida businesses to make full advantage of VoIP with remote staff often based in Latin America.

## **Implementation**

DELL Blade Servers with the latest dual 4 core CPUs were selected for their cost effective introduction. October 2007 the Bicom Systems team set to work and within the same day the server application platform SERVERware was installed to provide one Controller and two Hosts in failover with an additional cold standby.

PBXware Multit-Tenant was installed and Bill immediately took to familiarising himself and select customers with the new system. Failover was tested and calls passed with ever increasing exertion.

The full length of the IP connectivity was verified to ensure that quality would be maintained to the standard Omnispring's customers expect.

## **Results**

A redundant, expandable Hosted IPPBX system in place that meets the highest standards is providing Omnisprings the base from which to go forth and promote this additional service.

Since the introduction of the new system Omnispring's sales force has now been able to approach the existing customer base with great excitement of the new service to lay on the existing wireless network.

Most important of all Omnispring's customers have access to fully featured Hosted IPPBX with features and functions that Centrex systems could not provide, at lower cost and with far more engaging user interface.