Net Value Cloud Solutions

How VoipNow helped the Italian service provider grow on the cloud communications market

"VoipNow is strategic to strengthen our cloud services portfolio for SMB customers. We chose VoipNow after an accurate software selection about 2 years ago and we are fully satisfied to work with 4PSA. They are available at any time we ask for support and they are investing to release new functionality to guarantee best in class solutions to communicate. Just what we were looking for!"

Pino Donetti, CEO

NetValue is an Italian service provider who has been offering communications services to small and medium businesses from several industries since 2008. In the first two years, the service provider focused on offering TLC wireline broadband access services; in 2011, NetValue entered the MVNO (Mobile Virtual Network Operator) market and launched NV Mobile - a business mobile service based on prepaid SIM. Finally, in 2013 NetValue expanded its portfolio with IaaS and SaaS offerings. At present, the NetValue team comprised of 10 highly experienced IT professionals is focusing on offering ultraband fiber/4G based network services as well as cloud solutions to a wide range of organizations.

In 2013, when NetValue decided to start offering cloud services, the service provider had already been reselling Fastweb, a Telco solution, for three years. Since VoipNow was recognized as one of the best Asterisk-based cloud services, a NetValue consultant with an impressive experience with Asterisk suggested evaluating VoipNow. The platform's Unified Communications features as well as its scalability and flexibility blended well with the company's strategy to become a cloud services provider.

As stated by the service provider, not all businesses and organizations are willing to wholeheartedly leave their legacy communication solution behind. They generally fear the slow adoption rate among employees, anticipating they would need time and training to get used to a new solution, plus they are not exactly comfortable with the idea of having the infrastructure hosted in the cloud. However, VoipNow's advanced business telephony features, its flexibility as well as its low implementation and maintenance costs make it easier for the provider to build its case before the customers. Consequently, with VoipNow's help, NetValue has managed to persuade businesses with heavy communication flows into switching from old-school office desk phones to an advanced business PBX solution hosted in the cloud.

NetValue uses VoipNow on a single node architecture implemented in its own virtual data center hosted by Clouditalia. The provider's server currently supports over 160 Phone Terminal Extensions, 24 IVRs, 4 Queues, 1 Queue Loging Center, and 1 Conference room. For that, the providers has set up an infrastructure using a Centos 6.6 instance, 4GB RAM, 30GB of storage and 2vCPU and serves mainly small and medium organizations with multi-site offices. Based on this setup, NetValue provides customers with advanced hosted PBX features making traditional desk phones obsolete.

For the past two years, NetValue has been providing cloud communication services to businesses of all sizes, from insurance companies to pharmaceuticals and consultancy firms, and has already seen the benefits of using VoipNow.

Advanced PBX capabilities

As mentioned earlier, NetValue provides advanced business telephony capabilities to businesses where customer satisfaction plays an important role. Whether it's an insurance company or a consultancy firm, employees need to rely on the telephony features that allow them to handle a large number of concurrent calls and deliver fast, well-informed answers. VoipNow comes with a rich feature set including CallNow, call recording, voicemail, call forwarding, call screening, follow me, incoming call rules, IVRs, smart queues, local and remote agents etc. that meets this request.

Easy installation and management

VoipNow can be easily implemented, maintained, and adapted to the customer's context and needs. The multitenant design helps customers find their way in the interface, allowing them to effortlessly manage their own accounts and their customers'.

Detailed call reporting

For customers with a heavy communication flow, having access to reports detailing call flows and call statistics is essential. VoipNow automatically collects and creates reports on call activities using criteria such as answered calls, dropped calls, call duration, call costs, and many more.

No upfront investment

Businesses tend to show reluctance to replacing their legacy telephony system with a new hosted solution because they fear the implementation costs. VoipNow's scalability and pay-as-you-grow licensing remove this fear because it allows customers to pay only for the resources they need and there is no need for upfront investment. Companies can start with a small number of extensions and resources and gradually add more to their system, whenever necessary.

Real-time integrated charging engine

For service providers, having a charging module integrated in the solution they are offering saves them from a lot of headaches and reduces costs. VoipNow's real-time charging engine enables NetValue to manage the way its customers are charged. The provider can use prepaid and postpaid charging plans including a large variety of preset rules with regard to time interval or call destination, just to name two of them.

VoipNow Features Used	Why VoipNow	
- Phone terminals - IVR - Conferencing - Queue login center - Queues - Local and remote agents - Reports and statistics	- Pay-as-you-grow licensing - Easy web interface management - Multitenancy - Fast and efficient tech support - No upfront investment - Real-time flexible charging - Full control of business flows	

VoipNow is a cloud communications platform that enables service providers and organizations to benefit from hosted enterprise telephony, video, presence, instant messaging, conferencing, contact center tools, and mobility. The award winning platform is a blazing fast go-to-market solution, due to its rapid set-up and easy deployment, integrated charging and billing engine, and competitive pricing plan. For more information on VoipNow, please contact: sales@4psa.com.