

# Ganesh Consulting

## Expand a virtualization & IT security service business with a virtual PBX offering



Ganesh Consulting is a Swiss company specialized in providing SMBs with consultancy in virtualization and cloud computing services, data security, and installation of Linux-based and open-source solutions. With two lines of business, Ganesh Distribution and Ganesh Hosting, the company offers complex services to SMBs, from hardware installation to cloud hosting.

Wanting to develop a new service - virtual PBX - the company looked for a solution that enabled step-by-step growth in terms of phone extensions. This gradual growth ensured that no resources were locked upfront. Ganesh prospected VTX and Swisscom, two of the most important VoIP providers in Switzerland. It turned out their solutions were not as flexible and could not be tailored to suit Ganesh's business purposes. That was when, through a recommendation, Ganesh contacted 4PSA directly, inquiring about a VoipNow license.

Ganesh Consulting currently uses VoipNow Service Provider Edition installed on their own infrastructure. They rely on VoipNow to cover their own communications needs, offer virtual PBX services, as well as support several VoIP resellers. This multiusage situation is possible because each customer configured in the VoipNow platform has an Organization account, with different permissions and separate access to resources - in short, multitenancy. The pay-as-you-grow option suits them well and covers all their previous concerns, because they only pay for the resources they use. The variety of [advanced enterprise PBX features](#) is another strong argument in VoipNow's favor. Clients and resellers benefit from call routing, find me/follow me through incoming call rules, call center tools such as IVRs and automatic call queues, voicemail and fax. All these features are delivered virtually, over the public-switched telephone system.

They started with a small number of extensions and, within the year, they reached hundreds - most of them being the Phone Terminal type, Queue, and IVR. Unlike the other VoIP solutions on the Swiss market, VoipNow offers complex call-center features such as IVR, queuing, transfers and agents. This allows the company to cover both simple and complex client needs.

While using VoipNow, the company gained a lot of benefits.

### Pay-as-you-grow license

Ganesh Consulting sees [a big plus in not being forced to buy more resources than needed](#). That way, they avoid unnecessary expenses and the cash flow is smoother.

### Easy configuration and customization

The company is happy with VoipNow's easy installation & customization, which come in handy for both their direct customers and resellers.

### Straightforward charging

The real-time charging engine allows them to customize services and control call routing. Thanks to the prepaid and postpaid charging plans, they can manage charging quite easily. Also, they can customize call costs according to specific criteria, which provides them with even better control over usage costs.

### Complete overview of business flows

Processes such as charging, call flows, queued calls, agent statuses, etc. are transparent and can be easily controlled through advanced reporting and statistics.

### Efficient and savvy support

Whenever necessary, 4PSA's Professional Services team offered their assistance with set-up and configuration, so that VoipNow could even better serve the company's business needs.

*We did try several VoIP providing solutions before finding VoipNow, and this is exactly what a service provider is looking for. We can manage reseller-client levels on the same server, manage plans, and so on. In addition, the 4PSA's support team was here for us within minutes in case of trouble, so this is a perfect match.*

*Simon Hintermann - CTO Ganesh Hosting Sàrl, Switzerland*

### VoipNow Features Used

- Phone terminals
- Call queues
- Agents
- IVR
- Reporting and statistics

### Why VoipNow

- Pay-as-you-grow licensing plan
- Straightforward charging
- Easy configuration and customization
- Multitenancy
- Control over 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 multi-awarded 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](mailto:sales@4psa.com).*