

The promise of VoIP lies with the Power of SIP

Global IP Solutions enables TelTel to deliver the next-generation SIP Communication Platform

TelTel was founded in 2003 with the understanding that IP connectivity not only enables people to exchange data, but also allows them to instantly create social interactions and shared meaningful experiences. Since that time, the company has established a leadership position in the emerging session initiation protocol (SIP) segment. The company views SIP as the underlying, unifying communication protocol to best empower users of VoIP products and services with on-demand, multifaceted communication.

TelTel has driven industry vision of VoIP beyond the perception of it as just an inexpensive alternative to traditional telephony. Specifically, TelTel developed the award-winning Public SIP Telephone Network (PsipTN) communication platform and established the PsipTN.org industry consortium to encourage other industry players to support the SIP movement, aid their SIP development efforts, and help them launch new revenue-generating SIP products and services.

SipTN is a powerful, scalable, and flexible SIP ecosystem. It includes a full-feature, brandable VoIP softphone client delivery vehicle accessible across various hardware endpoints and includes presence awareness and an e-commerce portal. PsipTN provides global termination for PSTN calling, firewall and NAT traversal, and supports value-added applications and services such as audio entertainment, IVR, and instant collaboration. With 1.9 million users, it is the largest, globally managed SIP peer-to-peer network.

TelTel licenses the PsipTN platform to other companies for white-label development purposes through its SIP Virtual Network Operator SVNO (SVNO) program. The SVNO program is designed specifically for ITSPs to create, customize and rapidly deploy a private label VoIP service complete with soft phone client, SIP infrastructure, SIP termination/origination, management tools, and value-added services. Under the SVNO program, TelTel licenses the platform to quickly transform companies that have technical savvy and an established user base into leading VoIP/SIP providers with highly competitive offerings. Because the platform is so flexible, it appeals to and can be easily adapted by companies across the entire value chain. Customers include connectivity companies, ISPs, application developers, marketing companies, public service institutions, and online service and content providers.

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TelTel delivers first class performance in every element of the PsipTN platform. Providing the highest quality available allows TelTel to engage its partners and help them, in turn, gain rapid user adoption of their respective SIP devices, applications, and services. Although TelTel's SIP platform extends beyond the VoIP realm and enables other types of exchange, the company recognizes IP voice delivery as a fundamental element and sought to integrate the best possible solution into their platform.

TelTel's initial in-house voice processing effort was not robust enough to be competitive in the existing market, so the company began to look at external solutions. They evaluated both standard and proprietary options in order to ensure that the highest quality voice processing was integrated into PsipTN. The company found that GIPS codecs and the GIPS NetEQ jitter buffer and error concealment module consistently delivered audibly superior output than alternatives such as the ITU standard G.723 codec. Because of this improvement in quality, TelTel decided to incorporate GIPS VoiceEngine PC, which is a comprehensive solution, into its softphone client.

"For TelTel, the promise of VoIP is its tie to SIP. Although we believe that IP communications should extend beyond just voice, it is an integral and necessary component of any solution. We were drawn to GIPS because of its reputation as a leader in this field," said Jack Chang, COO of TelTel. "We made the final decision to go with GIPS after trialing the solution and finding that it consistently delivered superior end-to-end voice quality."

In addition to providing the best available sound quality, VoiceEngine provided a comprehensive solution. The high-level VoiceEngine API and GIPS rapid turnaround time helped TelTel reduce softphone development efforts and accelerate time to market. Of their relationship with GIPS, Jack Chang says, "Our relationship with Global IP Solutions allows us to maintain our core focus and continue to push the boundaries of traditional IP communications while being certain that the best quality components are available to our customers,"

TelTel and GIPS consider the partnership to be highly successful, as is evident by the sheer numbers of PsipTN deployments as well as consistent praise and accolades for the soft client's outstanding sound quality. PsipTN has won a number of industry awards for quality including the 2005 Internet Telephony Product of the Year, Service Provider Award, Best VoIP Service Provider Award, and was named as a 2005 Service Provider Weekly Top 50 Vendor.