

Free functionality from VozTelecom

Bob Emmerson, European Editor

VozTelecom launched as seriously disruptive service at VON Europe 2007 in June. At first glance it looked to be too good to be true, but forget the cliché: it comes from an established player with a good track record. VozTelecom (www.voztele.com), an innovative service provider based in Barcelona, has launched a service known as OIGAA (it means hello but said with passion and energy). OIGAA gives small businesses most everything they could possibly want for FREE. Details come in a moment.

The physical location of the service is not relevant since the Net eliminates distance and VozTelecom has over twenty partners (earlier service) around the world and they are looking for more. More specifically, partners who would develop a co-branded local service.

OIGAA is a Web-based, hosted communication service that has advanced PBX features. There's no need for new hardware, no software to install, no headphones or special terminals are needed. It works essentially as a traditional PBX, providing phone extensions to each user for internal communications and external lines for concurrent calls to other networks. Incoming calls from telephony networks goes into local numbers and are routed to required destination. Local numbers can be mapped to any extension, the auto attendant or hunt groups.

Xavier Casajona, CEO VozTelecom: *"In recent years we have seen how the Internet and VoIP have killed the traditional phone business; now what counts are innovative, real-time applications running on the Internet. We are moving into a Web 2.0 era in which hosted Voice 2.0 applications will replace those running on customer premises equipment."*

Small businesses, which VozTelecom defines as any company up to around 50 employees, get the following functionality for free. Unlimited phone extensions, virtual personal assistant, conferencing, music on hold, presence, IM and unlimited Internet calls to other OIGAA and Skype users. For backward telephony compatibility, the new extensions can be mapped into any IP phone or adaptor. In addition, the service can be integrated with any conventional PBX enabling call transfers between any OIGAA user and PBX extensions. When the user is on mobile, the service can process incoming calls and forward them to mobile handsets. Both 2G and 3G terminals are supported, but a Windows Mobile handset is recommended.

VozTelecom isn't a charity. They give the functionality away for free so the business model must be based on usage. Subscribers are charged when calls terminate on the PSTN, but there is a flat rate plan of € 29,95/month (£ 20) which gets you unlimited calls to more than 60 countries. Charges are also made for additional local numbers for each extension, video calls to mobile phones and value-added services such as video conferencing.

At the time of writing OIGAA was in Beta and you can take a test drive by visiting www.oigaa.com.

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