



WIRESPRING TECHNOLOGIES CASE STUDY

WireSpring Uses Switchvox SMB.

Technology Leader Makes the Switch.

WireSpring, a developer of software for dynamic digital signage and self-service kiosks provided this feedback on their experience with Switchvox

After outgrowing our company's old Lucent/Avaya phone system, we were looking for a product that could deliver advanced features like automated call distribution (ACD) queues and multi-level interactive voice response (IVR) menus. We initially looked at over 50 solutions, eliminating a large number due the following requirements:

- Linux or BSD-based software platform (not Windows)
- Works with standard phones (e.g. Polycom, Swiss Voice, Cisco)
- Web-based graphical interface for both setup and ongoing administration
- Support for multiple ACD queues
- Support for unlimited quantity and depth of IVRs
- No requirement for a specially trained technician to perform regular tasks like adding an extension or modifying an ACD queue

With this set of requirements, we eliminated virtually every provider in the market, leaving about 3-5 final candidates. It was then that we asked for a demo/trial setup (which we were more than willing to pay for). Some providers gave us a web-based demo, others sent a salesrep to show us a demo setup, but only Switchvox told us that we could simply buy a SIP-compliant phone and then configure it for use with their live demo server in California. In under an hour we were up and running on the demo system and making live calls, and after a few days of testing we knew we had found the right solution.

Placing the order was a quick and easy process, using a handy web-based configuration tool. The system was shipped promptly and arrived in perfect condition. Initial configuration was easy, and we had the whole thing up and running during the first day.

As with any cutting-edge product, we had a couple of challenges along the way. Our voice line interface (PRI) was causing some problems with the initial Switchvox server, so Switchvox arranged for a perfect copy of our server to be made remotely, and they sent us a new one that solved the problem -- with no downtime. As an organization that produces very high call volume on both sales and support, we also found a couple of ways that user error could cause problems with the call queues. Brian and the Switchvox team identified and fixed these bugs almost immediately. In fact, the overall support from Switchvox has been extraordinary -- very few technology providers offer support of this caliber.

Overall, the Switchvox system is working extremely well and we are very happy with the quality of the product and service. If faced with the same decision again, we would definitely make the same choice. Switchvox is an exceptional product backed by a world-class organization, and we're thrilled to be a customer.



About Digium

Digium®, Inc., the Asterisk® Company, created, owns and is the innovative force behind Asterisk, the most widely used open source telephony software. Since its founding in 1999, Digium has grown to become the open source alternative to the traditional communication providers, with offerings that cost as much as 80 percent less than proprietary voice communication platforms. Digium makes Asterisk available to the open source community under the GNU General Public License (GPL) and uses business-class Asterisk to power a broad family of products for small, medium and large businesses. Digium acquired Switchvox, the leading supplier of small business phone systems based on Asterisk, in September 2007. The company's product line also includes a wide range of hardware to enable resellers and customers to design their own voice over IP (VoIP) systems. This year alone, more than six billion minutes of calls will be made using Asterisk. More information is available at www.digium.com.

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