

101VOICE equips its cloud customers for success

with AT&T Switched Ethernet with Network on Demand

- **Business needs** - A cloud telephony company needed an easy way to increase bandwidth for telephony customers in education, government, and general commercial business.
- **Networking solution** - AT&T Switched Ethernet with Network on Demand delivers last-mile connectivity for 101VOICE customers.
- **Business value** - Scalability and agility.
- **Industry focus** - IP telephony and UCaaS service provider.
- **Size** - Staff of 30 serving customers in North America, New Zealand, and the United Kingdom.

About 101VOICE

101VOICE, a division of IT Management Corp., customizes highly reliable cloud telephony solutions for customers, with 24/7 U.S.-based support, 99.995 percent uptime, and business analytics to help its customers accelerate growth. Its education, state and local government, healthcare and general commercial customers trust 101VOICE to manage their telephony and UCaaS.

The situation

COVID-19 caused significant increases in calls to many California law enforcement and social service agencies. 101VOICE needed a way to increase bandwidth for the agencies it serves to help them handle the unprecedented call volumes. 101VOICE wanted to move beyond the Multi-Protocol Label Switching (MPLS) technology it used to connect its customers' locations to a solution that offered scalability and better control.

Solution

101VOICE opted for AT&T Switched Ethernet with Network on Demand, a self-service, on-demand, intelligent networking solution that connects two or more business locations through a private line across the AT&T nationwide broadband network. The solution provides last-mile connectivity for 101VOICE customers.

Innovative cloud communication

101VOICE, a division of IT Management Corp., empowers businesses to gain and retain customers through innovative and affordable cloud communication systems that deliver valuable business intelligence. The company enriches internal and external communications to help its customers accelerate market growth.

Arman Eghbali started IT Management Corp. after years of working with system integrators and value-added Voice over IP (VoIP) services resellers. “I was involved with some of the largest Voice over IP deployments, but there were ups and downs with various different vendors and providers going out of business or being taken over by other companies,” he said.

He opted to create his own VoIP service. “I decided that telephony, voice, and convergence are important,” he said. He built a VoIP platform, got licensed from the California Public Utilities commission, and began providing services to customers.

“We are proud of 101VOICE and the platforms and data centers that we have been able to build to serve our customers,” he said. The company’s widespread operations assist customers in North America,



Equipping remote workers for success

Headquartered in Silicon Valley, 101VOICE is a technology-driven company that understands the challenges businesses face. It helps customers support remote workers, online meeting options for spread-out teams, and virtual phone numbers to make sure its teams can work remotely with the same efficiency as if they were in the office.

As the company founder and CEO, Eghbali heads a staff of 30 people and works shoulder to shoulder with them. “I’m in the trenches every day with the engineers. I like the bits and bytes,” he said. “I’m usually thinking about IP addresses when I wake up or go to sleep.”

He also spends a lot of time thinking about his customers. “I was frustrated when I was reselling brands to customers because I saw a lot of service providers that seemed to be in it for their own benefit,” he said. “They weren’t looking at the total customer.”

Customer care is the cornerstone

Eghbali believes that providing a good product and excellent customer service are vital to the success of his business. “It might be a cliché, but I honestly think that taking care of customers was my number one goal, and it has become the cornerstone of the company,” he said.

“We don’t have a large sales team, but due to our customer service and quality of service, 80 percent of our business is from referrals and repeat business, and we have been growing quite a bit by word of mouth.”

The company has twice been listed on the *INC. Magazine* list of the 5,000 fastest growing companies, and on the *CRN Fast Growth 150*. “We have grown over 30 percent in the last two years,” Eghbali said with pride.

“Through the AT&T infrastructure, we can have much better flexibility and much better control over the transport to our customers.”

Arman Eghbali
Founder and CEO, IT Management Corporation

Strong infrastructure and IT expertise

Its first customers were multi-location healthcare providers that benefited from the rich business intelligence 101VOICE was able to produce. “The analytics meant a lot,” he said. “We let them know the peak hours for incoming calls so they could make the right staffing decisions for their business.”

101VOICE officials soon saw that they could provide the same service for other multi-location school and government agencies. The company acquired additional certifications to meet the higher level of security that state and local government offices required.

IT Management Corp. Chief Operations Officer Peter Geddis said customers appreciate the analytics and engineering proficiency 101VOICE delivers. “One of our strengths is extraordinary IT expertise in house, and we have a very strong infrastructure that Arman has designed and built,” he said.

Customers also like the scalable onboarding process and the company’s commitment to security. “We’re very security conscious for all our customers, and we’re HIPAA compliant and PCI compliant,” he said.

An ambitious growth strategy

The company had used another provider’s MPLS network services for last-mile transport to customers but began considering alternatives that would more easily support its growth strategy. “MPLS is a great technology, but it does have a downside when it comes to VoIP delivery,” Eghbali said.

Geddis noted that the onset of COVID-19 accelerated the need for an alternative when many of its government customers experienced considerably higher call volumes. “COVID-19 placed significant stress on health departments, family and child support services, schools and sheriff departments,” he said. “The COVID-19 response of entire counties was hindered due to lack of call capacity.”

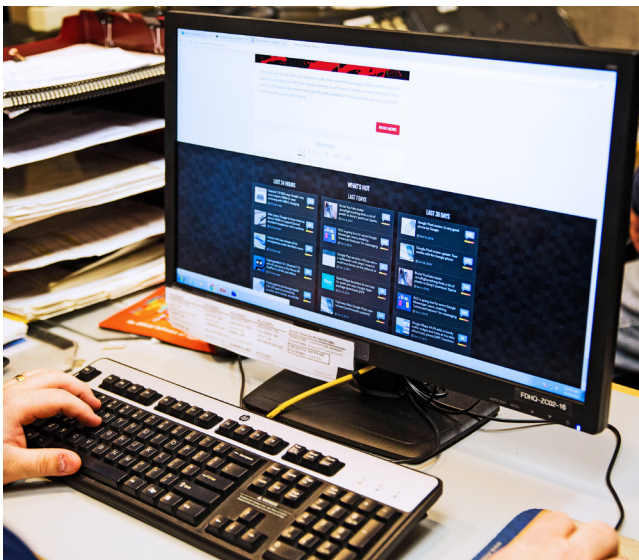
The call volumes necessitated immediate increases in bandwidth. 101VOICE evaluated many providers and decided to turn to AT&T for assistance.

Easy and cost-efficient

AT&T recommended adding AT&T Switched Ethernet with Network on Demand to the 101VOICE data centers. The intelligent networking solution runs on the highly secure AT&T nationwide fiber network, making it easy for 101VOICE to seamlessly transfer voice, video, and data between locations, the cloud, or the internet.

AT&T Switched Ethernet with Network on Demand enables 101VOICE to augment customers' bandwidth whenever the need arises. "We target customers that have generally more than 25 users, and replace their PRI and POTS lines," Geddis said. "We order AT&T Switched Ethernet with Network on Demand when the customer location is of sufficient size to justify an AT&T carrier ethernet connection."

The service also makes it easy to add locations for a customer. "Since we've completed AT&T Switched Ethernet with Network on Demand connections to our data centers, adding additional customer locations has become easy and cost-efficient, and assures excellent service for our customer," he said.



Reduced operating costs

Eghbali said AT&T Switched Ethernet with Network on Demand was a good fit for 101VOICE. "It basically solved our challenge by giving us the ability to dynamically change bandwidth." That enabled the company to help some customers save money when sheltering in place with reduced demand for services. "We were able to throttle it down and reduce their operating costs," he said.

When the need arises, it will be easy to restore the bandwidth. "Next week we're doubling the throughput for one customer," he said. "Being able to support this on the fly provides instant gratification. There's no need to put in a service ticket and wait."

He was also impressed with the customer care AT&T provides. "They understood what we were trying to do, and they were very responsive, even when I called at 9 o'clock at night to address some contract issues," Eghbali said. The final reason he chose AT&T was its reach and national footprint. "We selected AT&T, and I don't think any of my team members have had a bad experience."

Flexibility and control

Geddis said it was easy to integrate AT&T Switched Ethernet with Network on Demand. "We didn't need to redesign entire networks to connect customers to our infrastructure," he said. "We can just put that small link in the end near the customer's location to connect in a secure high-speed, reliable, high-quality way every time. And we're able to do that quickly and much more easily than used to be the case just a few short years ago with MPLS."

Eghbali said working with AT&T has gotten the company closer to its mission of assuring optimum control. “Today, with AT&T, it’s almost a click and drag operation. We put in the customer link, and while we’re connected, we can just adjust the speed on the fly. Through the AT&T infrastructure, we can have much better flexibility and much better control over the transport to our customers.”

The low latency and robust service level agreements AT&T provides give Eghbali confidence that 101VOICE can fulfill its commitments to its customers. “Minimizing latency is a big deal because of the fact that Voice over IP is a real-time protocol, and any delay can essentially impact the user experience,” he said.

“And service level agreements mean a lot when our commitment to our customer is five nine reliability,” he added. “This made a difference when we were looking at providers.”

Technology investments benefit customers

Like many business owners, Eghbali believes that the COVID-19 pandemic has forever changed the way some organizations operate. “We anticipate that we’re going to see more hybrid environments, with some people working remotely and some in the office,” he said. “We’re perfectly equipped to deal with both of those, and in a very good position to help them.”

The future is bright for IT Management Corp. and 101VOICE. “We plan to continue to grow, and we have tremendous capacity with AT&T,” Eghbali said. “AT&T has become a good company to work with and their services are available at competitive rates.”

101VOICE will count on the continuing innovation that has defined AT&T for more than a century. “AT&T invests in the top-of-the-line, latest, greatest, and most advanced gear,” Eghbali said. “And obviously their customers get the benefit of all those advanced technologies. We are ultimately getting the benefit from the investment that has been made.”



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