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Tuesday, 15 November 2005

VoIP provider, Broadband Phones opts for Equinix hosting

By Stuart Corner

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Broadband VoIP service provider, Broadband Phone Pty Limited has selected data centre operator Equinix to provide it with collocation and network exchange services.

BroadBand Phone offers a wholesale VoIP service that enables ISPs and telephony service providers to offer VoIP services to their existing customer bases and to new markets. It also offers prepaid and postpaid VoIP services, worldwide termination, and direct in dial of PSTN phone numbers.

It will use Equinix's Sydney hub as the primary network interconnection point for deliver of its wholesale VoIP services for retail and wholesale customers, including ISPs and service providers.

According to Equinix, its data centre "provides a unique environment for BroadBand Phone to streamline its network connectivity infrastructure by providing immediate and direct access to an aggregation of leading carriers, ISPs and network services within the same physical location." By reaching these strategic partners in one centralized location, Equinix claims that BroadBand Phone can avoid the cost and quality issues associated with reaching these partners in multiple locations and across great distances. "The wide diversity of domestic and international service providers operating within the centre also allows BroadBand Phone to exchange VoIP traffic with carriers around the world, and to provide dedicated hosting of IP-PABXs for SME clients."

BroadBand Phone director, Miranda Wong, said: "the agreement also enables us to broaden services for ISPs or companies who run their own VoIP network by offering A-Z wholesale termination via SIP or H323, PRI and/or SIP trunks with DIDs from all major Australian cities at one single point of connection within Equinix's Sydney hub."

Doug Oates, managing director of Equinix Australia said he expected Broadband Phone's use of the company's facilities to attract more VoIP service providers into Equinix's Sydney hub.

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