

InterCall leads the market as conferencing takes off worldwide

colt

Customer name

InterCall

Business

Conferencing and collaboration services

Sector

Technology

Challenge

To provide high-quality conferencing services that meet increasing global demand. To comply with numbering regulations throughout Europe.

To work with partners who can support InterCall's move to IP-based service delivery.

Products and services

Intelligent Network Services, Carrier VoIP, Ethernet Private Network, Data Centre Services

Colt connectivity, dial-in numbers and data centre services help InterCall meet the rising demand for high-quality conferencing.

When Amanda Thomas joined InterCall in 2001, the company carried in the region of 4 million minutes of conferencing traffic a month. Since then, use of conferencing has grown dramatically. Many companies have cut back on business travel for economic or environmental reasons. Others have implemented mobile and flexible working policies, or increasingly rely on virtual and geographically dispersed teams. Travel disruption caused by events such as the volcanic ash cloud in 2010 and the 2012 Summer Olympics also increases conferencing use.

For these and many other reasons, conferencing has become an indispensable business tool. InterCall, the largest conferencing and collaboration services provider in the world, has global and corporate customers in many industry sectors, and also provides white-label conferencing services to other telecoms companies. Today it

supports hundreds of millions of minutes every month in EMEA. "A significant proportion of that traffic travels over the Colt network," says Amanda Thomas, InterCall's VP of telecoms for the EMEA region.

Network quality, control and visibility

When participants dial in to a conference using a Colt number, Colt delivers the calls over its pan-European network to InterCall's conferencing platforms. "In our business, voice quality is a key criterion for our choice of partner," explains Amanda Thomas. "We're effectively reselling the partner's service with a conferencing solution in the middle, and we can't risk a poor-quality line affecting an entire conference. By choosing Colt, we minimise that risk."

To provide service in a particular country, Amanda Thomas prefers to use a supplier which owns network

and numbers in that country. That way, she knows the supplier has complete control and visibility of both the network and the numbers it provides.

"Colt is a convenient one-stop shop for network and numbers in the 13 countries from which the majority of our European conferencing traffic comes," says Amanda Thomas. "If there's ever an issue, we know Colt will trace it, fix it, and implement measures to ensure there is no reoccurrence. That's exactly the kind of reassurance we need from our partners."

Maintaining compliance with European regulations

InterCall provides its customers with toll-free and local dial-in numbers for each country. Complying with the regulations governing numbering in each European country is critical to InterCall's business, but the regulations can be complex and are subject to change.





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Amanda Thomas
VP – Telecoms EMEA
InterCall

“Colt’s commitment to providing us with fully compliant services in a complex and ever-changing regulatory landscape is critical to InterCall,” says Amanda Thomas.

For example, a regulatory change in Germany a few years ago altered the allocation rules for local geographical numbers. “Colt gave us plenty of warning, so we had time to prepare and implement the relevant compliance programme and retain the numbers our customers were already using,” she says.

Moving to an IP-enabled future

InterCall first came into contact with Colt in 2008 when it acquired Genesys Conferencing, which was using Colt connectivity and dial-in numbers, and housed some of its conferencing platforms in Colt data centres. With just 1,200 ports each, those platforms are now considered legacy, and InterCall has moved to higher-capacity VoIP platforms with up to 20,000 ports each, housed in Colt and other carrier-neutral data centres throughout Europe.

Amanda and her team are gradually moving more and more of InterCall’s traffic onto the VoIP service. They simply ask Colt to open up the capacity on their VoIP circuits as they need it, in 100Mbps increments, while working closely with Colt’s capacity management team. “This is one of the ways in which Colt is very transparent. It’s rare to have direct access to a capacity management team, but it’s very valuable for us – it makes the process fast and smooth, and prevents information getting lost or things going wrong,” says Amanda Thomas.

“The Colt infrastructure is robust, Colt controls it end to end, and we get excellent support from our account and service managers who really understand our business,” says Amanda Thomas. “As VoIP gains more acceptance and demand increases, we’re confident that Colt is well equipped to accommodate our growth and will continue to provide us with the excellent support we always receive.”

For more information,
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