

Simple, painless, powerful: Masergy expands UCaaS service offering in Europe

colt

Customer

Masergy

Business Activity

Independent cloud network provider offering managed security, cloud networking and cloud-based unified communications

Sector

Communications

Challenge

To grow UCaaS solution offering in Western Europe while staying compliant with specific in-country regulations including number porting, lawful

intercept and emergency services call routing

Solution

Voice, SIP trunking solutions

Products and services

Colt Number Hosting

With Number Hosting from Colt, Masergy achieves rapid expansion into Western Europe while maintaining regulatory compliance.

From language to fashion, frogs legs to frankfurters, Europe's strength lies in its diversity. But for your voice network, that diversity can present challenges. Aside from the need to establish new relationships with the relevant organisations each time you enter a country, your business needs to comply with various regulations specific to that country; a large and complex task. Even Masergy, the largest independent cloud network provider in the world, knew that it would need help to successfully expand its UCaaS offering into Western Europe.

"In some countries, the regulators make it hard to port numbers. Our customers don't want to hear that, though - they just want it to work," says Jack Aronson, Global SIP Peering Manager for Masergy. *"They also don't want to think about their network as consisting of many separate countries; they want to see it as a single, Pan-European network."*

For Masergy, these expectations mean that only comprehensive European coverage will do for its voice network.

Unlocking Europe

By partnering with Colt for its voice network and number hosting, Masergy can now provide a full-featured UCaaS

service to customers throughout Western Europe. Colt's network provides direct interconnects with local incumbents throughout Europe, making moving into a new country a quick and simple process for Masergy. Additionally, Colt's B2B interface Cocom allows Masergy to manage all end-customer numbers itself - including DDI reservation, activation, porting, address updates and status queries - giving it complete control over its customers' experience.

Colt also helps Masergy avoid the complexities that come with establishing a voice service in new countries. With over 20 years of dedicated in-country experience handling regulatory compliance and number porting, Colt is trusted by Masergy to handle specific in-country regulations surrounding number porting processes, lawful intercept, and routing to emergency services. With Colt, Masergy is free to focus on its business priorities, confident in the knowledge that its network meets all the requirements.

Aronson recalls, *"we found that France and Germany both have different ways of routing calls to the emergency services - which are both different to how the rest of Europe does it. Colt's expertise meant that negotiating this potentially*

challenging hurdle was simple, and didn't delay our expansion."

Smoothing the path to success

The ability to offer a comprehensive UCaaS service across Western Europe has been a real boon to Masergy. Colt's network has enabled Masergy to expand into The UK, Germany, France, Spain, The Netherlands, Belgium and Austria.

"We've managed to win new business based solely on our pan-European coverage," says Aronson. *"And, if a customer wants to expand into a new country, we can too - I just have to make one call to Colt and everything's taken care of."*

The figures tell their own story: in the first six months of going live in Europe, Masergy had already matched its revenue for the entire previous year, and expects that rate of growth to continue. But it's not purely about revenue. The success of its UCaaS offering has helped Masergy to evolve its solution portfolio and brand identity.



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Global SIP Peering Manager
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“We started out as a data services company, but Colt is helping us become more than that. Their breadth of coverage and expertise, combined with our existing global network, is instrumental in helping us evolve into a cloud company and keep pace with the needs of our customers.”

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