

Og Vodafone enters Icelandic audio conferencing market with Telsis LinkCall

Icelandic telco Og Vodafone is set to launch the country's first low-cost, easy-to-use telephone conferencing service following the purchase of a LinkCall 240 system from infrastructure vendor Telsis. The new service – aimed at business customers – will cost substantially less than its only rival and have the potential to handle many more users.

Og Vodafone already connects the majority of Iceland's 100 largest companies and conferencing is seen as an important value add according to head of voice and mobile systems Kjartan Briem.

"Distance and travelling times mean business people here tend to have meetings by telephone. We wanted to offer our customers a better, lower cost way of doing that," says Briem. "Anyone will be able to start a conference, make it as secure as they want and involve all the people they could possibly want."

The Telsis platform was chosen by Og Vodafone for its ease of use, its scalability, and its high audio quality. The telco's experience with existing Telsis switching and mass calling systems also played a part in the decision. "Of the systems we considered it was the Telsis LinkCall that was by far the easiest and the most convenient for our customers," says Briem, "These factors are very important in making conferencing a successful product for us."

Conferencing is the latest in an expanding portfolio of revenue building, value-added services from Og Vodafone. Earlier this year the company launched mass calling on a Telsis Ocean fastSSP programmable switch. The service went on to take votes from more than a third of Iceland's population during a screening of the hit TV show Pop Idol.

LinkCall 240 is the latest in a series of advanced voice systems from Telsis, suitable for deployment by telcos, service providers and large corporates. An out-of-the-box conferencing solution for as many as 240 simultaneous callers in up to 40 conferences, LinkCall 240 does not require conference participants to register or pre-book. There are no complicated access codes and each caller pays for their own call.

The system is compatible with the full range of Telsis LinkCall solutions, which can be scaled for larger deployments handling thousands of simultaneous conference callers. It is easily integrated with existing network infrastructure, with no day-to-day management burden and no additional billing mechanism. The system features fully customisable audio prompts, while the delivery of real-time statistics helps operators track usage and revenues.



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