IntelePeer.
The Cloud Communications Company

Service-Oriented Wireless Internet Service Provider Turns to IntelePeer for Enhanced Reliability

IntelePeer's UC Bundle and redundant SIP trunk give Softcom a leg up with customers

The Challenge
A communications solution that enables superior customer service

"Providing High-Speed Internet Where Others Fail to Go", Softcom Internet Communications, Inc. is a privately owned and operated Wireless Internet Service Provider (WISP) delivering high-speed wireless Internet access to residences and businesses throughout parts of Sacramento and San Joaquin counties. In business since 1992 and a pioneer in the wireless industry, the Softcom's strong growth has made it a market leader throughout the region.

As a full-service Internet provider, Softcom is dedicated to delivering fast, reliable and low cost Internet access, especially to those residing in rural areas that have been underserved or entirely neglected by other carriers. With an experienced local customer and technical support team, along with highly competent network engineers and senior management, Softcom's level of service and commitment to the communities it serves is simply unmatched in the industry.

However, Softcom's reputation for sterling customer service was being put in jeopardy by its SIP service provider. It was experiencing service outages every few weeks and some features wouldn't work properly with its ShoreTel IP-based telephone system due to compatibility issues. When there were problems, support was only average – and definitely not 24/7 – and the provider wouldn't take ownership of the issues Softcom was experiencing. For a business like Softcom, whose customers need support around the clock, something had to change.

That's when CTO Brian Meredith began the search for a new SIP provider whose services were more reliable and compatible with Softcom's communications infrastructure. It didn't take long for Brian to discover IntelePeer and sign Softcom on for a no-cost, no-obligation trial of SIP trunking.

Why IntelePeer SIP Trunking
Reliable solutions, compatible technology and outstanding service

Since its business depends on the ability to provide reliable service to its customers, it was essential for Softcom to select a new communications partner who could live up to its own high standards. IntelePeer came to the table with its certified SIP trunking service for ShoreTel Unified Communications. This reliable, high-quality and easily deployed set of solutions allowed Softcom to leverage the full range of features in its ShoreTel system – something it hadn't been able to do with its previous SIP provider.

The features, service and reliability were such an improvement that before the entire term of the SIP trunking trial was over Brian decided that IntelePeer was the way to go.

Brian immediately began working with IntelePeer's interop and sales engineering teams to implement a very economical and reliable UC port bundle. Then, to further guarantee the reliability of its communications, Softcom had IntelePeer add a failover trunk to their system to provide redundancy, ensuring customers' connectivity.

Brian credits the entire IntelePeer team with a very smooth implementation of the new services, giving the staff high marks for their professionalism and willingness to go the extra mile to get Softcom up and running with no issues and no interruptions to normal business operations. As Brian put it, "IntelePeer personnel were very helpful and knew their stuff."

INDUSTRY
Technology

COMPANY
Softcom Internet Communications, Inc.

PRODUCT
- IntelePeer UC Bundle
- IntelePeer Failover SIP Trunk

ROI
Rock-solid service compatible with existing infrastructure

"The outages we had experienced with our previous SIP provider became a thing of the past and our service became rock solid with IntelePeer SIP trunking. In addition, IntelePeer's support staff is very knowledgeable and resolves issues quickly and professionally."

Brian Meredith
CTO, Softcom Internet Communications, Inc.

Results
Rock-solid service with highly responsive support and no compatibility issues

Upon switching to IntelePeer, Softcom began to see immediate improvements in their communications system. As CTO Brian Meredith puts it, "The outages we had experienced with our previous SIP provider became a thing of the past and our service became rock solid with IntelePeer SIP trunking. In addition, IntelePeer's support staff is very knowledgeable and resolves issues quickly and professionally."

The upshot for Brian and Softcom? "Having IntelePeer as our SIP provider let's us focus on other aspects of our business. I don't have to worry about the trunk going down or having our customers become frustrated by features that don't work."

As a WISP, Softcom is on the leading edge of deploying the latest connectivity technologies. As experts, they have such confidence in IntelePeer that they chose us to provide their primary *and* redundant UC solutions.

IntelePeer SIP Trunking

- Flexible pay-as-you-go services and bundled solutions
- Complete suite of enterprise communications capabilities including DIDs, toll free, local/national/ international calling, E911, CNAM/Directory listings and number porting services
- Integrated Transport Layer Security (TLS) and secure Real-time Transport Protocol (SRTP) encryption to protect signaling and multimedia content and ensure the privacy and integrity of messages
- UC federation/communities of interest communications over the peering platform for rich media communication with highest quality at reduced cost
- Rapid SIP trunk activation – get connected faster to start saving sooner
- Access to the CloudCentral™ portal for easy service management and reporting
- Proactive network monitoring to optimize quality and security
- Qualified SIP trunking services for major unified communications technologies

Get Started with IntelePeer SIP Trunking Today

To see how the IntelePeer SIP Trunking can help you get more from your unified communications investment and reduce costs, email us at **sales@intelepeer.com**, call **1.877.336.9171** or visit us at **www.intelepeer.com/ siptrunking**

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IntelePeer is a leading provider of on-demand, cloud-based business communication solutions. Delivering high-quality HD voice, messaging and contact center IVR, VPD, ACD solutions for enterprises and contact centers, IntelePeer's SIP services and Atmosphere® platform delivers an unprecedented level of simplicity, analytics, savings and control. For more information visit: www.intelepeer.com.

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