



## iBasis joins with HP to deploy IP-based UC solution for worldwide service providers

### At a glance

- **Name:** iBasis
- **Headquarters:** Burlington, Mass.
- **Founded:** 1996
- **URL:** [www.ibasis.net](http://www.ibasis.net)
- **Products:** Advanced Internet-based communications services over a global VoIP (Voice over Internet Protocol) network

### Challenges

- Offer worldwide service providers a hosted Unified Communications solution
- Deploy a highly scalable, end-to-end solution in just three months
- Provide customers with worldwide support

### Solution

- HP/Cisco/Software.com Unified Communications Solution

### Solution results

- Faster time to service revenues from HP's total solution approach
- Provides unmatched scalability, manageability and reliability
- Strength of HP, Cisco and Software.com as market leaders
- Platform can be expanded to support additional third-party service applications

Unified Communications (UC) equips service providers to deliver powerful new communications services that generate higher revenues and earn greater customer loyalty. With a UC solution, users can access in real-time email, phone or fax messages from any device, at any time, from any location.

iBasis, a global leader in advanced Internet-based communications services, established a strong foothold in the emerging Unified Communications market (UC) by deploying a comprehensive, Internet Protocol (IP)-based solution that leverages integrated technologies and services from HP, Cisco and Software.com. The carrier-grade UC solution is provided as a hosted service for service providers, and is integrated with iBasis' global Internet telephony network.

"Our mission is to unify voice and the Internet to deliver a dynamic source of advanced IP-based communications capabilities to service providers," notes Ofer Gneezy, iBasis President and CEO. "Unified Communications is the first of these enhanced services that we have chosen to rollout on top of our existing global VoIP network."

iBasis has deployed one of the world's largest international Cisco Powered Networks™ for Internet telephony. It carried more phone-to-phone wholesale voice and fax traffic than any other Internet telephony carrier in 1999. The company's impressive client list includes more than 70 international carriers, including 11 of the top 12 U.S.-based international carriers.

Gneezy adds that one of the reasons the company has invested in UC is that it represents a huge opportunity for revenue growth and market share.

"Industry analysts agree that UC will be a \$5.5 billion market in just a couple of years," he explains. "Deploying this leading-edge solution is the best way to establish and maintain a dominant position in this emerging industry."





## Foundation for future VoIP services

Thanks to its design and adherence to open standards, the UC solution serves as an excellent foundation for future VoIP services from HP, Cisco and Software.com—as well as a variety of third-party providers.

"This UC solution is just the beginning of a new generation of IP services that are going to erase the traditional divisions between voice and Internet networks. These exciting new capabilities will fuel growth for our company and for our service provider customers," Gneezy notes.

Because iBasis serves the largest carriers in the industry, the company mandated that the UC solution must offer rapid scalability and reliable, best-of-breed technology.

"This solution is unique in its ability to provide full scalability in all of its components," notes Michael Blanchard, iBasis' director of product management. "We feel very comfortable being one of the first to implement this leading edge technology because HP, Cisco and Software.com are each market leaders. Our confidence has been well-founded because the solution has integrated smoothly into our existing network infrastructure."

He adds that iBasis uses HP OpenView to monitor and manage the entire solution—including hardware, software and networking components—from its Burlington, Mass., headquarters. Clusters of HP 9000 Enterprise Servers, which are equipped with HP's MC/ServiceGuard automatic failover capabilities, enable highly available operations.

The HP/Cisco/Software.com UC solution also delivered on its promise for "faster time to service" revenues and a high scalability with Cisco's uOne platform, Software.com's InterMail Mx and HP products.

## Rapid deployment

"A very large carrier gave us the opportunity to offer UC solutions. The only catch was that we needed to design, configure and deploy a comprehensive solution in just three months," notes Blanchard. "HP Consulting Services has been exceptionally responsive. They engaged immediately to design and manage all aspects of the project."

Design, configuration and testing was accomplished in four weeks. Seven weeks later iBasis' New York data center went into production. A second data center in Cambridge, Mass., is in the final testing stages.

HP Services addressed all aspects of the deployment, including:

- Infrastructure specification, installation, configuration, and testing,
- Foundation software installation, configuration, and performance testing,
- Customized solution creation, implementation, testing, and deployment, and
- Complete maintenance and support.

Unified Communications offers attractive benefits to both service providers and their customers. Gneezy notes that iBasis intends to establish and maintain a prominent presence in this rapidly expanding industry.

"This end-to-end UC solution from HP/Cisco/Software.com gives us excellent performance in a platform that is architected for rapid scalability and support of future services," Gneezy reports. "This solution has quickly become integral to our future success."

"Our OneCore™ offering, based on the HP/Cisco/Software.com UC solution, is the beginning of a new generation of exciting VoIP services. These exciting new capabilities will fuel growth for our company and for the service providers we serve."

**Ofer Gneezy**  
**President and**  
**CEO, iBasis**

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**Michael Blanchard**  
**Director of product**  
**management,**  
**iBasis**

## For more information

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