ÅMT Develops Hosted PBX Services with Asterisk and Dialogic® IMG 1010 Integrated Media Gateway

IMG 1010's Easy Configuration and Flexibility Help Spark Creativity and Opportunity in a Small but Very Competitive Market

CASE SUMMARY

Challenge

When Ålands Mobiltelefon (ÅMT) realized that its decision to contract for hosted PBX and other new services from a major provider was not feasible, ÅMT decided to build its own solution using Asterisk. Finding a reliable SS7 connection was a challenge.

Solution

After rejecting two initial solutions for instability, ÅMT decided to try the Dialogic® IMG 1010 Integrated Media Gateway, which proved to be not only reliable but also extremely flexible and easy to configure.

Challenge

Ålands Mobiltelefon (ÅMT) is a small operator with energy and imagination. As a mobile and fixed line operator on the island of Ålands, situated between Sweden and Finland, ÅMT was experiencing heavy competition. Several providers were vying for the mobile business of the approximately 26,000 islanders and the up to 6,800 cruise ship passengers per day who visit Marienhamn, the capital of Ålands, which is especially popular because of its location in a tax-free zone.

ÅMT was created in 1989 by its current owners, Mariehamns Telefon (founded 1892) and Alands Telefonandelslag (founded 1910). The management team knows Ålands well, and decided to concentrate on offering ÅMT's business customers something unique — a fixed SIP phone connection with hosted PBX services and mobile service using the same phone number. "Our first thought," recalls Peter Löfman, Network Manager at ÅMT, "was to contract for a solution from a major vendor, but we quickly realized that both our initial investment and our ongoing operational costs would be too high. We would need a minimum of 50,000 customers to make the new service profitable, which is not feasible given the number of ÅMT Centrex users we have."

Dialogic®

ÅMT Develops Hosted PBX Services with Asterisk and Dialogic® IMG 1010 Integrated Media Gateway

IMG 1010's Easy Configuration and Flexibility Help Spark Creativity and Opportunity in a Small but Very Competitive Market

Solution

Since a packaged solution was not an option, ÅMT decided to build its own application using Asterisk. A major hurdle was choosing SS7 gateway technology. "We first tried a board-based solution and then a separate SS7 gateway," remembers Löfman, "but neither of these was stable enough. Luckily, one of our colleagues had worked for a Dialogic reseller, and he suggested that we arrange a trial with a Dialogic® gateway."

Once the Dialogic® IMG 1010 Integrated Media Gateway was installed, ÅMT's project progressed rapidly. "The first thing that impressed us is how easy the IMG 1010 is to understand and configure," comments Löfman. "It is also very flexible, and you can do very complex routing very quickly. We use the IMG 1010 with SS7 support to handle the lower layers and physical interfaces to the mobile network, ISDN to the fixed network, and SIP to VoIP terminals and the service platform. As we developed the software, the implementation and interfacing to the IMG was very easy and was done within 2 weeks. The IMG has also proven to be very stable and reliable."

Asterisk in a Multi-Customer Environment

Asterisk is a telephony platform that is typically used by a single company, but ÅMT needed to develop a system that allowed many companies to be hosted simultaneously on one Asterisk PBX.

"Our new application for Asterisk enables call charging for multiple companies and a management tool for provisioning new customers along with additions and changes to the customer base," explains Löfman. "In the future, ÅMT customers will be able to manage their own services (call forwarding, out-of-office messages, conferencing, and more) over the internet as well as via iPhone and Android apps. Our IMG 1010 lets us do our routing, no matter how complex."

Results

The IMG 1010, together with the Debian Linux Server and Asterisk 1.6 as the telephony platform, has allowed ÅMT to meet its goals.

ÅMT was able to create a new service for its customers in a very cost-effective way. According to Löfman, "we can now offer small companies an easy-to-use Centrex PBX solution that is perfectly adapted to their needs and at a very attractive price." ÅMT was also able to deploy its new solution in a very short time, and keep its investment at a reasonable level, and "this allows us a healthy Return on Investment" adds Löfman, "despite the limited number of users."

The IMG 1010 has also helped give ÅMT a competitive edge. "We can implement new features very quickly because the IMG is so flexible — and that allows us to adapt to what customers want, which is something bigger operators with large systems cannot do. We expect that this will help us to grow our market share," sums up Löfman, "and there is also a chance, once we develop the system further, to sell our solution to other small operators like ourselves."

ÅMT Develops Hosted PBX Services with Asterisk and Dialogic® IMG 1010 Integrated Media Gateway

IMG 1010's Easy Configuration and Flexibility Help Spark Creativity and Opportunity in a Small but Very Competitive Market

About Ålands Mobiltelefon

Ålands Mobiltelefon (ÅMT) is a mobile and fixed line operator on the island of Ålands, situated between Sweden and Finland, with approximately 26,000 inhabitants. Established in 1989, ÅMT offers its solutions mainly to small local businesses and consumers in addition to a few large shipping companies on the island. ÅMT also provides services for up to 6800 cruise ship passengers who visit Marienhamn, the capital of Ålands, daily.

For more information, visit www.gsm.aland.fi/mobil/.

About Dialogic Inc.

Dialogic develops products and technologies that enable reliable, seamless, and efficient communications across countless devices on any network. Dialogic streamlines the delivery of high-demand mobile, VoIP, and traditional services such as fax. Dialogic also focuses on any-to-any connectivity and IP-enabling its traditional media products to smooth the move from TDM to an all-IP environment.

For more Information, visit www.dialogic.com.

Dialogic®