

May 10th 2011

Equinet Acquires Telephony Business

Equinet acquires the assets of the Switch Services group in order to provide a more complete offering to the channel in conjunction with its eagerly anticipated VoIP appliance.

Switch, an established Communications Provider has its own network and its primary Network Switch (digital telephone exchange) and associated network hardware located in Telehouse, offering dedicated Telephony and Data links to all major networks via SS7 and VoIP.

“By owning the network as well as the local end user VoIP appliance allows us far better control over the network to optimise the service for quality VoIP calls”, says Keith Baker.

“We will soon be able to offer our reseller channel a complete all-in-one data and telephony solution for their customers and at a cost greatly reduced compared to buying the components individually. With Equinet’s ability to now also take over the BT lines, customers will receive one monthly invoice for all their data and telephony services – it makes thing so simple.”

Having our own range of geographic numbers enables our resellers’ customers to offer a perceived local presence with the flexibility of delivering calls to any physical location.

Non geographic 08nn numbers give the flexibility for customers to move office whilst maintaining contact continuity. In some case numbers can also be self -financing or even revenue generating from call minutes. Premium rate numbers are also available to typically finance technical support or advice lines and services.

Good balance between local and cloud service; calls to standard analogue and mobile phones are cheaper, and calls to other VoIP phones are free, which includes soft phones on PCs, laptops and mobiles!