

6DegreesIP – managed, wholesale services

Ekonom selects New Global Telecom's 6DegreesIP to enable Internet Protocol communications for communities located in North America. The service has advantages for voice and data transactions between the U.S. and Mexico.

- NEW GLOBAL TELECOM PROVIDES MANAGED INTERNET PROTOCOL SERVICES -

Ekonom selected New Global Telecom's 6DegreesIP as a managed wholesale solution. NGT and Ekonom worked closely to engineer and develop a product customized to fit the specific needs of the North American IP communications market. The result is a landmark service offering for businesses and individuals, delivering specific advantages for communities with voice and data transactions between the U.S. and Mexico. The EKOFON Digital Telephony service enables its users to realize the true benefits of a voice-over-IP, a revolutionary digital telephony technology.

Situation

Ekonom provides Electronic Commerce and IP Communication services to businesses and individuals. These customers have high volumes of international data and voice traffic and are seeking value-added services and low-cost alternatives. New Global Telecom's 6DegreesIP service provides cost advantages, as well as mobility and enriched features that will uniquely serve Ekonom's customer base and the whole IP Communications market. However, launching a new service, with a new technology, presents hurdles for any business. Ekonom required a solution that included:

- o Functionality, infrastructure and expertise in IP Communications
- o Low upfront costs, minimum investment for users
- o Customized engineering and implementation, easy setup and installation
- o Understanding of customer needs regarding voice and data transactions and of the North American IP Communications market

Solution

New Global Telecom's 6DegreesIP managed wholesale service enabled Ekonom to test the marketplace with a low cost, low risk solution. NGT designed a customized service for Ekonom that not only included digital voice over IP



SOLUTION OVERVIEW

CUSTOMER PROFILE

Ekonom is the leading provider of Electronic Commerce and IP Communications Services in Mexico and also offers prepaid telephony services to the Mexican community in the United States.

BUSINESS SITUATION

Ekonom's customers needed to lower their costs for frequent calls between the U.S. and Mexico. Getting involved in VoIP services is the best alternative for Ekonom to better serve its customers.

SOLUTION

Within 60 days, NGT engineered and implemented a solution tailored to Ekonom's needs. EKOFON Digital Telephony Service was ready for launch in North America.

BENEFITS

- Minimum expenditures for Ekonom to launch a new revenue-generating service
- Custom IP solution included value added application features as well as international long distance and U.S. DIDs
- Experienced NGT staff meant rapid solution engineering, testing and implementation

functionality, but also U.S. local phone numbers for creating 'free on-net calling' for communities-of-interest. In addition, 6DEGREESIP includes network elements, local and international long distance, and a private-label web interface.

Ekonom successfully launched their EKOFON Digital Telephony Service, which includes remote telephone numbers, long-distance service and a web-enabled interface. Customers in Mexico City, for example, can acquire a Los Angeles telephone number, permitting calls made from Los Angeles to be treated as local calls, even though these calls ring in Mexico City. Ekonom is making the service available to its existing base of customers, as well as targeting the service at small businesses and residential consumers. Ekonom was able to pioneer services in their market and exploit a major new revenue opportunity.

Benefits

New Global Telecom helps Service Providers move at a rapid pace to deploy cost-efficient, revenue generating IP services to their customer bases. Some of the critical benefits of NGT's 6DegreesIP include:

Revenue Generation

By adding IP services to their portfolio, Service Providers experience greater customer satisfaction, increased margins and revenue per customer, and an appealing portfolio for attracting new customers.

Faster Time to Market

By outsourcing to NGT, service providers are not only able to launch new services quickly, but also have access to the experience required to execute a successful product launch. In addition, NGT's hosted solution provides a technology hedge against future developments.

Capital and Expense Management

6DegreesIP is built to grow with you, and helps you avoid capital expenditures and up-front risks associated with new product lines. In addition, it is a predictable operating expense – and with inherent economies of scale, it's easier to manage and is scalable to your specific needs.

"New Global Telecom provides carrier-grade, high-availability VoIP services customized to meet our needs. Their reputation for innovative solutions made them a natural choice."

Victor Trevino
President
Ekonom

"Our goal is to provide the right combination of Internet Protocol Telecom Services to uniquely serve our customers' needs. We are delighted to be working with Ekonom on this landmark service offering."

Tim Bradley
Senior VP, Sales & Marketing
New Global Telecom

For More Information...

For more information about New Global Telecom products and services, please call 303-239-1025, email sales@ngt.com, or visit our website at www.ngt.com.

For more information about EKOFON Digital Telephony Service, please call 1-877-522-8361, email ventas@ekofon.com, or visit <http://vozdigital.ekofon.com>.