

Unified Cloud Communications

An early player in the hosted telephony market, the HIPCOM of today has leveraged all its skills and experience to become a highly flexible and adaptable supplier to the channel of an integrated suite of Unified Cloud Communications products, service and applications - as CTO James Brind and Strategy Director Paul Aabryn explain to Comms Business Magazine



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There was a time when it seemed that all we heard about was yet another supplier setting up shop as a supplier of hosted telephony to the channel. It used to happen at about the rate of one I week I would guess. Of course most have now gone – shallow pockets were never a recipe for success in a market where real investment has to be made in order to have a genuine channel offering rich in features and at least as reliable as the product it was meant to replace.

Against this backdrop one of the success stories has been that of HIPCOM who today stand poised to re-invigorate the channel, and their CAPEX-restricted customers, with a Unified Cloud Communications offering that looks set to make an impact in the market.

HIPCOM CTO James Brind and Strategy Director Paul Aabryn see one of the key principles of their longevity and success as being their capability to ‘do it all ourselves’.

“Our solutions are designed from the ground up by ourselves with internal resources. This includes all the PBX interoperability testing – we have most of them installed here at our offices.

“Interoperability is for all services and overlays, for example, hosted telephony features and SIP trunks - not just the connectivity but all the way up the applications stack. We have achieved this with 98% of PBX systems on the market. Most of our competitors have to call in third party specialist organisations to achieve this level of interoperability and integration of services and this means an element of control and expertise is missing from that wholesaler for their channel partner.”

HIPCOM see the ISP, systems integrator and converged voice and data reseller as being

key elements in their channel strategy and at the same time also see their offering as being complementary to the existing network and vendor relationships that these organisations already have in place.

“For example, if an ISP has their own MPLS network then they can integrate our applications inside their own private cloud. This then means the ISP can orchestrate, in real time, the HIPCOM application set for their own customers. It’s a case of bringing your own network. And when it comes to security HIPCOM is ISO 27001 accredited. We are the only hosted telephony provider to have this in the UK through having our own Information Security Management System.

Applications

The HIPCOM Unified Communications suite comprises of Foundation Services, Hosted Telephony and SIP Trunking, which allow the deployment of additional over the top applications across any device. These include mobility, call recording, CRM integration, desktop and mobile applications.

The HIPCOM SIP Trunks differ from anything available on the market today. Most trunks are simply an ISDN replacement. The HIPCOM trunk allows class 5 services to be overlaid onto the trunk and allows the possibility for a smooth transition from a SIP/PBX deployment to full hosted IP Telephony service.

“We are also soon to launch our own video conferencing application. This is all provided in one single user/reseller web-based provisioning system. A single ecosystem that delivers products throughout the whole customer lifecycle is key to reducing costs and increasing revenue. A check box is not much

of a barrier to a customer to try a new service.

“As well as our Foundation services and overlay applications, we have the HIPCOM Freedom Services. This is where we provide partners with the freedom to integrate their own choice of billing, private cloud, carrier connect and service assurance products. This is analogous to BYOD for smartphones and tablets only here we look at networks and services. You could call it ‘BYO-X’ but what it means is that we are not locking in channel partners to our own systems and connection agreements etc.”

So what is the compelling proposition for these ISPs, systems integrations and converged resellers?

HIPCOM begins by stating they have a tried, tested and proven service offering and applications suite.

“Add to this all of our experience in making solutions work through our sales engineers and project management team who provide integration services and overall service activation for resellers and their users.

“We work with partners to develop their own go-to-market strategies. When it comes to working with partners HIPCOM ‘rolls in with people rather than brochures’ which is a refreshing and different way to help channel partners get up to speed professionally, profitably and in quick time.

“HIPCOM also has a vendor independent road map that offers true scalability for partners and a single order journey for Unified Cloud Communications. In a nutshell we offer a complete but flexible, feature-rich solutions that are simple for resellers to integrate in to their customer networks in order to deliver the benefits of the Cloud today.”