

# Frequently Asked Questions

innovation,  
reliability,  
resilience

VoIP is a new technology; what experience does Vistula have in this area?

Vistula has been using VoIP and developing it since the beginning. Our engineers were using experimental systems in the late 1990s and adopted VoIP operationally as soon as commercial systems became available. And we've been using it almost exclusively for several years to phone our customers and suppliers.

V-Cube has been in commercial use as an IP-PBX since the year 2000, when it was created for a very demanding call-center environment.

My customers expect their PBX to be working every time they lift up the handset. How is Vistula handling reliability?

V-Cube runs on cluster/s of Intel processor based computers under a variant of the Unix operating system. This is the platform predominantly running bank ATMs, airline flight-control systems and other mission-critical services. Additionally, V-Cube adopts Collaborative Computing methodology. This means that every processor in the cluster is able to run the functions of all the others. That way, even if multiple processors fail, it does not effect or compromise the smooth running of the whole. This makes V-Cube a highly reliable and resilient system that gives the kind of service expected by your customers.

What are the kinds of feature my customers will see from a V-Cube-based service?

Your clients will see a system that has the look and feel of their current office PBX with all the standard functions they will already be familiar with. The most significant advantage is that any phone registered to your client and plugged into the Internet will look like an office extension regardless of where it sits in the world. As long as you want them to be, calls between this phone and others will be free.

It is up to you how many additional features you make available to your customers from those included within V-Cube; some of these are:

- Unlimited multi-party conference calling
- Call recording
- Individual programming
- IVR, operator console
- Video calling and handling
- Real-time management information
- Voice mail with multiple access mechanisms e.g. voice mail to email, domain-to-domain on-net calling
- Call-center package.



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## How easy will it be for me to implement a V-Cube service?

Design, implementation and launch of a VoIP-based telephony service from scratch is a complex process. And your return on investment (ROI) will be difficult to predict accurately. That's why we created V-Cube – to make it easy to implement. And to make the business case even easier we've created a partnership-based model.

Vistula's commercial model is that we share the revenues generated by the launched service, rather than take an upfront license or product fee. This makes commercial considerations much easier because you only pay once you are generating revenue and only in proportion to that revenue.

As far as implementation goes, Vistula will work in partnership with you to bring a working service to your target market. As well as the installation of the V-Cube platform, we will work with you on the integration of V-Cube into your current engineering and operational infrastructure as well as the creation of the customer-facing interfaces, typically a customer web-portal.

## Is V-Cube really as feature-rich as you say it is?

By combining our experience and by examining the broader PBX and IP-PBX markets we have included what we believe is a comprehensive feature set. However, and more importantly, V-Cube has been built on an architecture that allows the addition of functionality as and when elements need to be added.

Vistula believes that at some point in the future VoIP telephony will be the norm. When this happens it will be essential that different IP-PBX systems are able to talk to and work with each other. This is a key part of the way V-Cube has been created. Whatever direction VoIP takes and whatever our clients need the system to do, V-Cube will be able to achieve it.

## Why should I be launching VoIP-based services to my customers now?

Given the scale of the voice markets and the competition for every customer, it's no wonder that client retention is as important as client acquisition. Your customers are now free to exploit modern technology in many ways to achieve better value. However, evidence suggests that data services clients are much more likely to remain loyal.

VoIP offers an opportunity to combine the loyalty of data clients with the income-generating capabilities of voice clients. Now any group with a customer base, be they data or voice, can sell a VoIP-based telephony service.

Someone will be selling VoIP to your customers now. If that someone is not you, then there's real danger that your customers and potential customers will be lost. And what's even worse, the competitor product will likely generate greater customer loyalty.

By working with Vistula you can ensure that you have a growing and loyal customer base.

