

# Busybodies

West London-based WemTel is the VoIP division of Wem Technology Ltd, a voice and data reseller established in 1998. Vin Jauhal, Managing Director of WemTel, started the VoIP operation five years ago.



Vin Jauhal, Managing Director of WemTel

"Wem Technology was an Avaya Business Partner and with most of our customers being SMEs many organisations were finding that the entry price points for PBX systems were very high so around five years ago we started looking at alternative solutions for our clients.

"Hosted telephony seemed to fit the bill well and we contacted a number of suppliers including Titan Technology. Back then the technologies being used for hosted telephony were mostly MGCP-based. (Media Gateway Control Protocol is an architecture for controlling media gateways on Internet Protocol (IP) networks and the public switched telephone network.)

"MGCP was painful. Although it promised to be the technology that would revolutionise hosted telephony, we quickly found out that it was not business-grade in terms of features. We went through all the pain of the time until SIP became the standard protocol and vendors such as BroadSoft entered the market. Titan

did a lot of research themselves and then switched to the BroadSoft platform. As soon as we saw what their system was capable of we were convinced that we had a real OPEX alternative to the PBX that would appeal to our customers.

"First and foremost our core background and competency lies in data communications, we are a Microsoft Gold Partner, and so with voice becoming a packetised data stream, hosted telephony was a natural fit for our business and complemented our networking skills. If you are going to overlay voice on a network previously used exclusively for data you have to be very aware of the quality issues."

## Changes:

Since the move to the BroadSoft platform Vin has noticed many changes in the market.

"Initially we encountered fear and trepidation from customers about the reliability and quality of VoIP. That has changed. Customers today are more aware and educated on what it means for their business, how it works and the benefits. They now see the hosted solution as a viable option. The market today is more based on potential savings and increased functionality than it has ever been.

"As an enabling technology, customers see that hosted VoIP offers them a ready route to teleworking and remote branch connectivity. All of this is based around giving their own customers a more consistent message when they dial in.

"During the same period we have observed many new players coming to market with hosted telephony solutions, and we have spent time analysing most of them. We remain convinced however, that the Titan offering is still best of breed for us and our customers.

"What makes a best of breed solution? Reliability backed by a great technical support team and a business-grade feature set. We also have a great account manager that is

willing to come out on customer visits when needed, which is invaluable."

## The Market

"It's not just SMEs we sell to now. The product and technology has evolved such that it is fit for any type of business – large or small. Whereas with SMEs we were selling handsets, with larger companies we provide SIP trunks. We have replaced our own ISDN30 with SIP trunks from Titan and placed a VegaStream Gateway – we are accredited there as well – on our Avaya IP Office."

Demonstrating their own confidence in the hosted telephony and VoIP-enabled PBX market, WemTel has now ceased selling traditional PBX systems from Avaya altogether.

"For connectivity we are also using what we consider to be best of breed solutions with DSL from Griffin and murphx. We always insist with our customers that the broadband circuit for data is kept separate from the voice, but with failover between the two.

"For endpoints we prefer to supply Polycom IP handsets with their IP550 model as our flagship but we also supply Linksys handsets as well as IP DECT solutions using Siemens Gigaset.

"We are finding the market extremely buoyant, especially for SIP trunking. WemTel has become a trusted advisor to our customers, and our experience with hosted telephony and SIP trunking allows them to make decisions for their business based upon our experience.

"We certainly do enjoy working with Titan Technology; they really do understand the technologies as well as the needs of the reseller.

"For us, hosted VoIP is a great product and a great opportunity. I have to say that right now that we have never been busier."

**More Information:**  
www.wemtel.co.uk