

Prodial First To Offer Wholesale, Business-Grade Transparent 'Virtual' PABX and IP Enabled Communications Services in Australia

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Technology Releases - IP Telephony

Prodial, an Australian-owned wholesale provider of end-to-end, business-grade IP communications services and broadband solutions, has formally launched its totally transparent and cap-ex free 'Virtual' PABX and IP Enabled Communications Services in Australia today.

Established by a group of dedicated specialists with a background in telecommunications product development, consulting, and marketing, Prodial offers virtual PABX business and enterprise IP-Enabled communications services reflecting increased user confidence in the adoption of business-grade quality and IP service reliability.

The company's suite of services include VoIP-based networks, virtual PABX solutions, customer premises equipment, IP-Enabled communications, IP consultancy and a full range of IP and web-based products.

Prodial is well positioned to capitalise on the burgeoning business telephony market over the next 18 months. Unlike other companies in the market, Prodial is the first and only Australian company to offer wholesale, business-grade virtual PABX and IP-Enabled Communications services tailored to suit each customer's existing site infrastructure. This guarantees that a customer's existing workflow pattern, including dialling and call flow, remain consistent reducing any disruption to normal operations and providing a completely transparent transition when migrating to business-grade IP-Enabled communications.

Bill Marlow, Managing Director, Prodial, says, "We identified the need for a commercial provider of new generation telephony servicing medium to large size businesses throughout Australia.

"We recognise the single biggest market barrier to IP-Enabled communications is creating the same level of customer confidence in the technology as existing PSTN services. That's why we offer flexible contracts and replicate the "look-and-feel" of PSTN by preserving customers' dialling patterns and allowing end users to use existing handsets or Prodial's range of advanced devices to ensure a smooth, seamless and transparent transition to converged communications.

Prodial also supplies IP enabled services over satellite and wireless for both rural communities and business users as well as virtual networks and services to operators who cannot invest in their own physical network but want all the advantages of owning the network.

"Our virtual PABX offering gives full control of a company's communications infrastructure and operation to the company itself. As a result the user is now in charge of directly configuring, establishing and changing any aspects of their own PABX communications. At the same time, Prodial can host the infrastructure if required.

"The major benefit is that there is little or no capital expenditure required while Prodial will upgrade and future proof the technology itself. The only charge is for rental on lines which retail at \$19.50 per month," says Marlow.

Prodial also runs two networks in parallel to guarantee reliability.

"We can give full network capability to the customer or we can partition this for them. Companies can monitor their own use," says Marlow.

Prodial also aims to expand its national channel partner base targeting ISPs, ASPs, network solution providers, telecom solution providers, system integrators and telecom consultants which can benefit from offering customers the added value of fully white-labelled virtual PABX solutions, VoIP, IP and web based services.

The company already has agreements in place with Nortec IT, SpliceCom, J2G, Lorem and Vocaltec for which Prodial offers a hosted billing platform, pricing incentives, training and technical support.

About Prodial

Prodial is an Australian-owned wholesale provider of end-to-end, business-grade IP-Enabled Communications telephony services, including 'Virtual' PABX solutions and CPE equipment. The company provides a range of tailored solutions aimed at reducing operational costs for the SME and Corporate markets by the transition to converged communications in a manner that is completely transparent to end users.

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