

COMMUNICATIONS DAY

DATE: 17 May, 2006

ISPhone building presence in Melbourne

Wholesale VoIP provider ISPhone has launched a new office and PoP in Melbourne to code with “fast- growing demand” for its services in Victoria. Having just signed its 20th reseller partner and 100th end-user, the expansion of ISPhone to Melbourne represents its first real growth by the company since it launched its services in February. The firm has been busy building its profile in the market, aiming to become the top choice for ISPs and integrators moving to provide their SME customers with VoIP. ISPhone National Business Development Manager Beth Mackenzie said the company was looking to build a local staff base in Melbourne before continuing its expansion into other major metropolitan markets. She said local offices would provide local training, support, sales and marketing resources for reseller partners.

According to ISPhone Managing Director Gavin McDougal, “Victoria’s SMEs won’t settle for residential, public internet VoIP offers dressed up as business services any more. ISPhone provides wholesale business grade VoIP dedicated to the SME. No one else does that in Victoria.” He added, “Victorians are an extremely tech-savvy community and demand the latest technology and the highest level of service.”

Tim Marshall