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## ISPhone Adds Melbourne Presence

Wholesale VoIP Services business, ISPhone Australiasia, has announced plans to add a Point of Presence and local office Melbourne to service its rapid growth.

The company, which only launched services in February this year, sells business grade Voice-over IP services to ISPs, IT Integrators and solution providers targeting the SME market.

The local PoP means that Victorian customers will be able to connect directly to a true business grade VoIP network, significantly improving performance over Internet attached solutions.

“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,” said Managing Director, Gavin McDougal.

“Victorians are an extremely tech-savvy community and demand the latest technology and the highest level of service,” he said.

ISPhone’s National Business Development Manager, Beth Mackenzie, explained that the expansion means local ISPs and integrators can access training more easily.

“The expansion also means that our Victorian partners will have access to local training, support, sales and marketing resources - the complete ISPhone solution,” she said.

The company has so far signed up 20 reseller partners and 100 end user organizations since its launch. However, it plans to increase those numbers ten-fold over the next six months.

“The ISPhone business model – a white labeled, fully supported business grade solution – is really striking a chord with resellers across Australia. As the demand for VoIP heats up in the SME marketplace, our channel partners want to be able to deliver a high quality business grade service to their customers. That’s what we provide,” said Mackenzie.

ISPhone is actively seeking staff in Melbourne, and is looking to continue its expansion across Australia.

[www.isphone.com.au](http://www.isphone.com.au).