

# COMMUNICATIONS DAY

## Clipping Service

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ISPhone

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### **ISPhone to become NGN service provider**

Wholesale VoIP provider ISPhone Australasia has flagged plans to significantly increase its whitelabel offerings to business service providers, fleshing out its current voice services with VPN and ADSL broadband.

While believed to be in early-stage testing with a number of reseller partners, ISPhone is yet to announce a launch date for its expanded offering. The company has secured wholesale arrangements for both VPN and ADSL, which it aims to pass along as a complimentary service to its VoIP resellers.

ISPhone National Business Development Manager Beth Mackenzie told CommsDay yesterday its resellers were attracted by the one-stop-shop concept. "We want to make it easier for them to build a service offering for SMEs without having to shop around. If they already have providers for VPN or ADSL then that's fine" she said.

To spearhead its transition to "fully-fledged next-generation network service provider," ISPhone has appointed former COMindico network architect and internetworking infrastructure manager James Spenceley as its first-ever Chief Technical Officer. He will be responsible for expanding its operations, including the strategic planning and implementation of new networks as well as the training and development of staff.

ISPhone Managing Director Gavin McDougal said the appointment was necessary to cope with growth. He said, "in the last year alone, we have experienced phenomenal growth from SMEs looking to deploy VoIP. However, this is still a fairly immature market. As we continue to grow, James's wealth of knowledge and experience in the industry will be invaluable to our commitment to deliver industry-leading innovations for our customers."

**Tim Marshall**