

Console Connect Case Study

iotum

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consoleconnect
by PCCW Global

CONNECTING NETWORKS, CLOUDS & BUSINESSES

About Iotum

iotum is an international company with roots in VoIP, telecom switch development, and innovative voice and mobile services.

Its product portfolio includes:

- *[FreeConference.com](https://www.freeconference.com/), the original, free conference calling service;
- Callbridge, a virtual meeting platform tailor-made for both enterprise-level collaboration and white label resale; and
- Talkshoe, an all-in-one podcasting platform.

Summary

iotum provides teleconferencing and group communications cloud products to millions of users worldwide. Rather than rely on the public internet, iotum is using Console Connect to enhance the quality of audio, web, and video calls for its customers.

Challenge

iotum wanted to have the best, consistent quality in their global service. They found that video conference calls across Europe and North America tended to work well because established internet peering relationships facilitated a strong internet connection. But as soon as the service was outside those two regions the quality of the audio and video wasn't good enough for them to confidently they deliver a truly exceptional experience anywhere in the world.

Noam Tomczak, iotum COO chose the Console Connect software-defined interconnection platform to help improve the quality of global video calls. "When we are not using the Console Connect interconnect solution we really notice the difference in quality," he said.

The integration of Console Connect solution was very easy. According to iotum software engineer Chris Stephens, "The integration was absolutely seamless and we had no issues in getting the cross-connect."

Key Challenges

- Lack of regional connectivity
- Unreliability of public internet
- Ensuring top level performance for its white-label products sold by partners

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”

Chris Stephens, Software Engineer, Iotum

Solution

Iotum had a physical point-of-presence (PoP) at a data center in Los Angeles, and then added data centers in London and Hong Kong in order to be closer to its customers.

“The only way you can stay close to customers if you’re having a global call,” said Tomczak, “is if participants in each region can connect to their closest PoP, and then the PoPs need to network together in a full mesh architecture, and that’s where Console Connect comes in, to connect all the PoPs together with high quality, low latency links.”

“Console Connect configured five PoPs, each with five international links, that’s 25 different circuits to configure – all implemented in an automated and seamless way. To do this type of configuration manually would be a nightmare.”

iotum is able to manage their Console Connect service through a single online interface. “The web app makes it a lot easier to see what’s going on,” said *Noam Tomczak, iotum COO*, “and you can configure and manage your connections as needed. I don’t think any other provider uses such a sophisticated web app for provisioning and managing your circuits the way that Console Connect does.”

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Noam Tomczak, COO, Iotum

Results

iotum is now using Console Connect to power their video conferencing software and for site-to-site and site-to-cloud connectivity globally. Iotum has PoPs with Amazon Web Services (AWS) around the world, as does Console Connect, and also host their app services with AWS, which makes it very easy and quick for iotum to integrate with Console Connect around the world.

As *Noam Tomczak, iotum COO* commented, "With Console Connect we can easily add new PoPs anywhere where AWS is already present. Or even Microsoft Azure. If I want to add a PoP in Toronto and AWS is in Montreal, we might add an Azure PoP to Toronto. It doesn't have to be just one provider and we don't have to have a physical data center to do it."

iotum is rolling out Console Connect for their global service, and as a result have seen significant improvement on the quality of service for audio and video calls.

"The journey with Console Connect has been driven by the need to control more of the network," said *Noam Tomczak, iotum COO* "and this applies to anyone who's trying to do over-the-top (OTT) media. If you're just doing it over the internet, then good luck to you."

Key Outcomes

- Significant improvement in call and video quality
- Flexibility to turn up global nodes on demand
- Collaboration on new business development



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Noam Tomczak, COO, Iotum

Connecting Networks, Clouds and Businesses

Console Connect is a Software-Defined Interconnection® platform that makes connecting to cloud-based, business-critical applications simple, predictable and secure. Backed by PCCW Global, one of the world's leading telecommunications groups with a tier 1 global IP network spanning 150 countries, Console Connect helps creating direct and private connections in just a few clicks. The intuitive platform includes all the tools needed to dial bandwidth up or down on-demand and view utilization and connection performance; no more lengthy contracts and long set up times.

Office Locations

Asia

20/F, Telecom House
3 Gloucester Road
Wan Chai
Hong Kong
T: +852 2888 6688
hongkong@pccwglobal.com

Americas

475 Spring Park Place
Suite 100
Herndon, VA 20170
United States
T: +1 703 621 1600
usa@pccwglobal.com

Europe

6/F, Exchequer Court
33 St. Mary Axe
London EC3A 8AA
United Kingdom
T: +44 (0) 207 173 1700
europe@pccwglobal.com

consoleconnect@pccwglobal.com | www.consoleconnect.com

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