



Bridging Open Source and Microsoft: World Class Unified Messaging with Asterisk

American Fiber Systems (AFS) is a “dark” fiber metropolitan infrastructure and transport services provider, dedicated to enabling aggressive companies to profit from the burgeoning communications market without waiting years to do it. AFS designs, builds, operates and maintains high-capacity, high-bandwidth fiber-optic networks, constructed on full-spectrum fiber and completely connected to a city’s most important points of communications presence: ILEC and CLEC central offices; ISP and ASP facilities; Interexchange “carrier hotels;” Wireless providers and cable company head ends, and Fortune 1000 companies.

AFS selected Asterisk Business Edition and Adomo Unified Communications to transition from central office-provided voicemail to full-featured PBX and unified messaging services for their headquarters and remote locations. AFS sees this transition as moving from a 90s-style voicemail system to a 21st century unified communications platform that expeditiously serves the whole enterprise.

CHALLENGE

AFS wanted an economical, single VoIP phone system to accommodate 90+ users and network their three locations – headquarters in Rochester, NY and two locations in Georgia. They required:

- Full-feature failover capabilities between PBXs in Rochester and Georgia
- Custom call flow schemes
- Easy expansion
- Unified communications capabilities

As AFS investigated IP telephony resources and put their telecom requirements out for bid, they received responses from leading IP telephony systems providers – Cisco, Avaya, Nortel, to name a few. The cost of a branded VoIP solution was outside of AFS' budget and would have prohibited buying into a unified messaging component, which AFS determined would be important to their business operations. Any of the brand products limited AFS to pre-packaged industry features, commands and greetings; flexibility and customization would be missing.

SOLUTION

AFS decided upon the Asterisk Business Edition IP-PBX with an integrated Adomo unified messaging system over any other VoIP and UM approach, because they determined that Asterisk could deliver more features, would be much easier to configure and maintain, and offered much more flexibility than any other vendors could offer. The Asterisk Business Edition – the enterprise version of the open source Asterisk IP-PBX – and Adomo Unified Communications together exceeded any offering in features, customization and flexibility, and the cost was dramatically lower – about \$140K lower.

AFS' Asterisk system uses an open source link, Inter-Asterisk Exchange (IAX) to connect the Asterisk PBX in Rochester, NY to one in Atlanta that serves two user sites; a VPN enables cross-company communications. With an open source

custom design, if the AFS VPN goes down a user-transparent fail-over mechanism will utilize the PSTN for outgoing phone service. Though Cisco and Avaya offered failover, the provision was less elegant and cost three times as much to provide.

With Asterisk, AFS implemented a custom dialing plan that made it easy for the company to move from extension-based calling to Direct Inward Dialing (DID). Because of the customization open source affords, the company was able to create parallel dialing plans that combined old and new infrastructures to make it easy for callers and users. With the help of their telecom provider, DigiNex, AFS accomplished this customization quickly, inexpensively and exactly to meet their needs.

With Asterisk, AFS is able to customize prompts and greetings on-the-fly, without waiting or incurring additional change expense. AFS continues to make changes as needed on a daily or weekly basis as offerings, events, and options change for callers. This applies to system configuration changes, too. With open source the company does not have to rely on a vendor schedule to affect change.

RESULTS

Selecting Asterisk Business Edition and Adomo Unified Communications for their IP telephony and UM system has changed the way AFS does business and communicates with both internal and external constituents. Adomo is AFS' information management center and the key to consolidating all the companies messaging and information using Microsoft Exchange and Outlook. Adomo UM has affected real change across the AFS organization, especially among the mobile groups of Sales and IT. Before, sales and IT personnel had to worry about messages on laptops, office computers, office phones and cell phones, managing and updating each of them separately. With the addition of Adomo UM, the Outlook inbox has become the single repository for all communications messages.

The four messaging points have been collapsed into one – users' office numbers, which now find them and follow them everywhere and anywhere. For example, IT can be tracked down anywhere to respond and act upon user trouble reports.

The combination of Asterisk Business Edition and Adomo Unified Communications provided AFS with the PBX and unified messaging features they needed and the benefits they sought:

- Lowered total cost of ownership by more than 50%
- Increased employee productivity with one messaging inbox
- Enhanced customer service with mobile communications access

LEARN MORE

To learn more about Adomo and our unified communications and mobile messaging solutions, please visit us online at www.adomo.com, call 408-996-7086 or email demo@adomo.com Learn More

ABOUT ADOMO

Adomo, Inc. provides a new generation of unified communications and mobile messaging solutions that enable organizations to more smoothly migrate to VoIP and wireless technologies. The company's open, hardened appliance platform gives customers freedom of choice in selecting the appropriate technology, vendor, and timing for their Voice over IP rollout. Deeply and seamlessly integrated with Microsoft Exchange and Active Directory, the Adomo solution eliminates the costs of maintaining separate servers, databases, and message stores.

With Adomo Voice Messaging, users have easy access to voice messages in their email inbox on their PC, or from any Microsoft Exchange compatible device or client. Adomo's enhanced speech recognition capability delivers a superior caller and user experience, while advanced caller applications such as Find Me/Follow Me increase organizational responsiveness.

Adomo is a privately held company, headquartered in Cupertino, California, and is backed by Menlo Ventures and Storm Ventures. For more information, please visit www.adomo.com or call (408) 996-7086.



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