



Wireless Nation pushes SOHO VoIP adoption with new service package

Press release, 5 September 2013, Wireless Nation, Auckland, New Zealand: Internet Service Provider Wireless Nation has launched Smart SOHO, a new Voice over IP (VoIP) phone service and unlimited broadband bundle for small business customers. The package is designed to encourage SME adoption of a unified communications strategy with the benefits of VoIP technology.

Over 450,000 businesses fall into the 'Small Office Home Office' category, defined as less than 10 employees – and they make up 25% of the total New Zealand business market. Wireless Nation's Smart SOHO package (priced at \$99+GST/month for ADSL2+, \$119+GST/month for VDSL2 and \$169+GST/month for UFB fibre), is ideally suited to businesses of this size. A typical 4-5 person business might pay as much as \$250 per month for comparable packages with other service providers.

"We see the Smart SOHO package launch as an opportunity to help customers realise the advantages of VoIP – not only in terms of cost-savings (no more toll calls), but also call quality and added value services," said Tom Linn, Technical Director of Wireless Nation.

"When you talk about VoIP technology, most people think of Skype and many recount dubious experiences with audio quality when voice and data traffic compete for the same bandwidth. Because Wireless Nation's VoIP calls go through a dedicated bandwidth pipe within our core network to a cloud Internet Protocol PABX, voice calls are prioritised over other data, so voice quality doesn't suffer with an increase in network congestion," continued Tom. "We believe that the technology has matured to deliver the reliability required by business users, and they simply don't need to fork out for traditional landlines and a dedicated PABX anymore."

Enterprise level companies have been adopting and enjoying unified communications in contact centres for years: integrating phone calls, faxes, voice mail, e-mail, instant messaging and web conferences into one managed system. But adoption by SMEs is lagging; a recent US survey on Unified Communications and Collaboration by IDG Enterprise found that the size of a firm is a major influence on how the technologies are deployed – the larger the company, the more likely it is to be using unified communications.

Wireless Nation's Smart SOHO bundle includes unlimited data usage, as well as a wireless router, 2 VoIP lines, a VoIP adapter, and a static IP address. VoIP provides free access to features such as caller ID, call forwarding, call recording and voicemail (with voicemail-to-email forwarding).

Deon Hendrikz runs an Auckland-based graphic design studio Dh Designz, which recently signed up with Wireless Nation's Smart SOHO (ADSL) service. "All of our design applications are online and we are constantly uploading and downloading large image files, plus we run an e-commerce website, so we go through a lot of data and need a fast and reliable connection. Wireless Nation's uncapped data allowance gave us peace of mind – we don't worry about monitoring usage anymore," said Deon. "We were also keen to give Voice over IP a try, as it allowed us to easily manage calls, take advantage of add-on services and avoid long distance charges. For Dh Designz it's meant better service and a consistent price, which is pretty important in a business our size."

About Wireless Nation

Established in 2005, Wireless Nation is a telecommunications service provider offering broadband internet services to every New Zealander. The company provides a variety of connectivity options

including Kordia's extend wireless network, ADSL, VDSL or satellite, as well as in-building and "hotspot" systems. <http://www.wirelessnation.co.nz>

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