



Increased ROI of VoIP Infrastructure with Basis Audionet

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Back in 1968, an ad agency was born in Germany, which eventually transformed into a global communication technology business, called Basis Audionet. Between 1968 and 2008, Basis developed a chat application platform for Deutsche Telecom, a call center voice mail system that had three million users by 2000, bought CenterCall, and developed its Central Access Solution (CAS), which handles more than 50 million calls each day.

With a wide range of experiences through its diverse history, Basis has learned to adapt to market trends and demands. Perhaps the greatest example of this is the company's realization back in 2003 that IP is the future of communications, and it subsequently made the decision to switch from a VME architecture to Compact PCI, which it anticipated would enable it to better keep pace with emerging technologies.

That decision has let the company develop its latest IP Communications soft client, which combines the various communications media in use today —VoIP, IM, video telephony, and more — into a single standalone client application — Basis Audionet's new Multi-client Communications Suite (MCCS).

One of the keys to deploying communications technology is how to handle existing investments? Importantly, the modular design incorporated by Basis lets customers integrate MCCS as an add-on solution to their previously existing services, allowing them to generate greater ROI from those prior infrastructure solutions.

For service providers, this enables them to discover and create new revenue streams, attracting new customers and retaining existing ones. In addition, as a white labeled solution, it gives users the ability to customize and personalize each customer's IP services based on their corporate identities.

To ease any difficulties posed by various access means or security measures, the MCCS incorporates http tunneling and Active-X technologies, providing seamless user

functionality, allowing it to be deployed in any IP environment — meaning, it is suitable for residential and business service providers.

“The new soft client reflects our passion for telecommunications,” said Rüdiger Kaun, CEO of Basis Audionet. “With features including video conferencing, advertising server integration, SMS, chat, and IP telephony we have drawn on a vast history of technology innovations to provide this leading-edge software client application”

In fact, Basis Audionet has experience with any number of communications products and applications, including voice chat, FMC, signaling, switching, media gateway, and application server solutions. With the MCCS, Basis Audionet ensures its customers can extend the lifecycle of their deployed technology, without sacrificing the ability to adapt to emerging developments and new services and applications.

Erik Linask ([News - Alert](#)) is Associate Editor of INTERNET TELEPHONY, IMS Magazine, and Unified Communications ([News - Alert](#)). Prior to joining TMC, he was Managing Editor at Global Custodian, an international securities services publication.

While at ITEXPO ([News - Alert](#)), be sure to visit Basis Audionet at booth #429.