

Hello Opportunity!

Comms Business Magazine talk to Steve Jansky, CEO of Nottingham-based Hello Telecom, and discovers a heritage in hosted telephony has given the company an edge when it comes to providing a channel proposition.

Established in 2002, Nottingham-based Hello Telecom started trading as a reseller of comms services. CEO Steve Jansky explains what has been happening since then and their evolution to a supplier of hosted telephony to the channel.

“We first became involved with hosted telephony in 2004 reselling service from a third party provider. We found that the service fitted the smaller company very well. Yes, we made a few mistakes but got to know the hosted ‘animal’ very well and as a result gained the kind of experience with the application that has paid dividends for users and resellers ever since.

“However, as a reseller, we found our positions quite restrictive. We could not for example, influence product development as we were so far removed from the decision making process. As a result we decided we needed our own network and service so in 2007 we acquired the trade and assets of TelNG, then a successful telco and channel provider of hosted telephony based upon an Asterisk open-standard platform.

“As well as bringing in many more customers and personnel with hosted telephony experience we also acquired their innovative and highly functional provisioning and management portal. Since that point we have continued to devote a large part of our in-house development resources in maintaining this portal at the leading edge of functionality and usability. The feature list has been extended and users and channel partners report that the portal is well designed and thought out - markedly better than others on the market, and for users it represents an integrated ‘one-stop shop’ for all our services.”

Hello Telecom is a now a channel only supplier of hosted telephony with a white label reseller offering as well as a dealer model selling the Hello brand.

Jansky says that when it comes to connectivity his company can also provide the resilient circuits required by hosted telephony.

“We have our own broadband and

connectivity service but recognise that resellers may already have third party supplier agreements in place. Many of our partners however prefer to use our circuits as it leaves them safe in the position of having a complete end-to-end control of the service.

“Hello Telecom therefore has a complete channel offering that provides the reseller with a full telephony service. Call logging and recording is included in our standard service package and call centre and hot desking applications are also available.

Whilst we do have a wholesale white label model, in a nascent market we think it is unrealistic to ask resellers to commit to volume purchases. Resellers need to be able to manage their own pace of growth and feel comfortable without external volume pressures being placed upon them.

“Likewise, we take a more realistic view when it comes to our charging model. We simply charge for the services being used; hunt groups and auto attendant for example. We know many suppliers that charge for DDI numbers in a hunt group – we don’t; we are more facilities based and of course I am referring to our trade pricing as resellers can construct their own charging structure.”

Hello Telecom is a growing business and feels the time is right to further expand their channel presence.

Steve Jansky, “We see a big opportunity today for resellers of our white label hosted telephony services to develop their sales and build their business through bundling a range of hosted services, including telephony and we are here to help them achieve those goals.

“VoIP and DIY are not the best of bedfellows - the service needs proper configuration and set up so Hello Telecom will provide sales and technical training free of charge. This is a great benefit to our partners and their customers and a big value-add when you consider some of the hefty fees our competitors charge their channel partners for training.”

So, apart from the training, where does Steve Jansky see the reasons why partners



Steve Jansky, CEO of Hello Telecom

should work with them?

“Borne of years of experience, we have a view on what the market will bear in terms of service and price and have constructed a very realistic wholesale model which will enable our partners to construct their own margin-rich opportunities through innovative bundled solutions for their customers. Add to this a proven and stable platform, and a trade only ethos and the opportunity for partners is outstanding.

“The market for hosted telephony has progressed well beyond the early adopter phase – there is ready acceptance that hosted solutions are a real alternative. For resellers steeped in lines and minutes business hosted telephony provides an easy way for them to move in to ‘network’ sales provision, build new revenues and take real customer ownership. The level of activity in the market has risen steeply in the last 12-18 months and whilst the move to repeat revenues instead of CPE spikes need to be gradual, the first steps on that journey are being taken by an increasing number of channel players.”