

InterCall Enables Innovative Market Leadership with Agile Enterprise Solution



InterCall
Chicago, IL
www.intercall.com

Industry:

Communications

Oracle Products & Services:

Oracle WebLogic Portal
Oracle Communications
Converged Application Server

“Finding the right partner was the key. We chose Oracle WebLogic infrastructure software because, quite frankly, it was the most proven technology on the market. But beyond technology, we got a true partner who was with us every step of the way.” – Rob Ewing, Vice President, Information Technology, InterCall

Sugar. Soybeans. Crude oil. It is every business leader’s nightmare: the point at which key company products move from being valuable market leaders to mere commodities. InterCall, the world’s largest conferencing service provider, faced the threat of commoditization even as it experienced rapid growth.

“Our mandate was to deliver innovative products and services that distinguish us from the competition,” said Rob Ewing, vice president, Information Technology, for InterCall. “But they still had to be easy to use and reliable. Client businesses can literally come to a halt if our platform fails.”

With more than 140,000 conferencing ports, the Chicago-based company could handle the largest conference calls in the industry, but InterCall could not face the commoditization challenge using proprietary, off-the-shelf technology that limited its ability to lower costs, while delivering innovative solutions. At the same time, the company needed a solution robust enough to support significant growth.

InterCall used Oracle Communications Converged Application Server (previously known as BEA WebLogic SIP Server) to build a conferencing platform that is less expensive and more agile than off-the-shelf alternatives. By combining this standards-based platform with an intuitive user experience built on Oracle WebLogic Portal (previously known as BEA WebLogic Portal), InterCall continues to innovate for its customers.

Key Benefits:

- Accelerated time to market and created new ways for users to connect and collaborate
- Reduced manpower burden and ensured client satisfaction by enabling self-service, single sign-on access to services
- Increased productivity and efficiency, while accommodating growth and continued innovation
- Reduced rate-per-minute costs by analyzing and efficiently routing traffic
- Saved time and money by streamlining marketing and operations
- Cut time needed to develop new services by two-thirds

Meeting Customer Demands—Anytime and Anywhere

InterCall developed extensive intellectual property that differentiates the company from its competition, while accelerating time-to-market, thanks to services developed in one-third the time required on its previous platform. When most people think of Voice over Internet Protocol (VoIP), they tend to consider benefits such as cost savings. But, the InterCall VoIP Conferencing Platform—built on Oracle Communications Converged Application Server—also created new ways to connect and collaborate—anywhere, via any device, at any time.

InterCall provides users one consistent, local number to call—no matter where the call is actually taking place. Further, InterCall's Mobile Assistant stores up to 64 unique sets of conference numbers and passcodes in a cell phone, and enables push-to-talk conferencing as either a call participant or leader. When text alone will not suffice, InterCall users can click to conference and escalate a chat session to an audio conference.

“The rapidly transforming conferencing communications industry requires continuous, innovative enhancements through new products and services,” Ewing said. “The ability to consistently be early to market is a sustainable competitive advantage for us.”

Self-service Access Reduces Manpower Burden

The best products work so well, you do not notice them. They are just a part of your day. Many customers seek a similar transparent experience for conferencing. They want end users to focus on their brand, not the conferencing technology. InterCall Online, built on an Oracle WebLogic Portal foundation, allows self-service access through a portal that displays the customer's corporate identity, not InterCall's.

After an Oracle WebLogic Portal cluster authenticates callers, they receive single sign-on access to all services—reducing InterCall's manpower burden while ensuring customer satisfaction.

“Our clientele includes 80% of the Fortune 500. Many customers of this size spend seven figures a month and demand customization,” Ewing said. “We provide a solution that appears homegrown—from what a caller hears when he first dials in to the

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conference to the post-conference e-mails he receives. That is a make-or-break role for us. To the end user, we are not a vendor—it is a seamless internal solution. Therefore, reliability is extremely important, as well.”

In addition, Oracle WebLogic Portal helped create a competitive advantage for InterCall. By front-ending telecom services with a reseller’s branding, InterCall can now sell wholesale.

“We handle everything from conferencing to printing invoices with their logo,” Ewing said. “All the reseller needs is a sales channel. And to the end user, we don’t even exist. Everything appears to originate from the reseller.”

Continued Innovation in a Competitive Market

InterCall optimized its business to increase productivity and efficiency, while accommodating growth and innovation to keep up with the marketplace.

By optimizing back-office functions and network operations, InterCall saved money. On the network side, the company reduced its rate-per-minute expense by analyzing traffic and routing it in the most cost-efficient way. “With Oracle Communications Converged Application Server, we route that traffic through a private network,” Ewing said. “We could never make that work with a conferencing bridge.”

InterCall streamlined its marketing and operations with Oracle WebLogic Portal, and now sends more than 60 customized documents, from welcome letters to invoices, as customizable e-mails or faxes. Not only does this save time by automating an often-performed task, but InterCall also saves on labor costs and reduces days-sales-outstanding, thus improving the company’s cash flow.

InterCall kept pace with its rapid growth by scaling from less than 50 million to more than 350 million minutes per month in less than a year using Oracle Communications Converged Application Server. In addition, InterCall can develop services in one-third of the time its previous platform required. This rapid development of innovative conferencing services helps keep InterCall ahead in a competitive marketplace.

With its converged communications platform built on Oracle Communications Converged Application Server, InterCall develops intellectual property that differentiates it from the competition. For example, InterCall brought the first desktop videoconferencing solution to the enterprise market.

“Besides providing a value-add to our customers with great video and voice quality, this is a great sales tool for us that builds customer loyalty and offers competitive differentiation,” Ewing said. “For a few months, we were the only one in the market to offer this.

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Why Oracle?

“Finding the right partner was the key. We chose Oracle WebLogic infrastructure software because, quite frankly, it was the most proven technology on the market,” Ewing said. “But beyond technology, we got a true partner who was with us every step of the way to ensure our success.”

InterCall, the world's largest conferencing provider, offers audio, Web, and video conferencing solutions for effective business communications. Its integrated Web, audio, and video conferencing make Web meetings, Webinars, audio conferencing, online training seminars, and multi-point video conferencing easier and more productive.