

Power for the People



Next-generation mobile technology is accelerating hard, none more so than in the VoIP sector where VoIP take-up is slashing business costs and upping productivity. More power to the people?

Oswald Ortiz of Qnective definitely thinks so.

about:

Oswald Ortiz has significant experience in the telecoms industry, having worked for many of its major players. He is currently the owner and CEO of Qnective AG.

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Cost-effective, simple and innovative. It's difficult to over-estimate the impact of VoIP technology on business during recent years. VoIP, of course, dramatically increases communication mobility. It can slash your cost base. It's not distance or location dependent. And your VoIP number is completely portable.

So how will the technology change in the future – and what business benefits will it bring? Well, generally speaking, the network's data capabilities are increasing significantly says Oswald Ortiz, CEO of Zurich-based Qnective. “This will allow VoIP services to be deployed in regular networks without having to fear bandwidth shortage.”

“From the consumer perspective the acceptance for VoIP is increasing, we would say. After this first step consumers now need to be convinced by mobile VoIP through solid and intelligent services that enhance their communications on a day-to-day level.”

THE QNECTIVE DIFFERENCE

So what is the Qnective difference? Essentially Qnective's technology was originally designed to address each of the main stumbling blocks to replicate GSM quality voice and data services through mobile IP. “In addition, the security aspect of mobile communication was becoming a real issue for leading corporations in sensitive

industries. So Qnective incorporated the ability to encrypt voice and data in all its portfolio of products and services for added user peace of mind,” says Ortiz.

Qnective's core services offer consumers communication features like presence, one number (multiple end devices connected to one number), conference calling and specific call handling mechanisms such as call hunting with several numbers. And, of course, an encrypted version: a solid, state-of-the-art secure communication service.

“Our network operators encounter a significant reduction in costs of infrastructure due to the fact that the network is then IP based and not circuit switched,” adds Ortiz.

FULLY DEFENDED

Qnective's Qtalk is a platform that enables full integration into existing infrastructures – home location registries, billing systems, media gateways etc. The downsides? “Even though usable in a broad variety of networks the clients still need at least Enhanced Data for Global Evolution, or EDGE for short,” says Ortiz. “This is basically an upgrade for GSM/GPRS networks that triples data rates (speed) over standard GPRS in order to work properly. The quality of the data connection influences the communication quality through the client.”

Bear in mind too that though EDGE is faster

than GPRS, it is still not quite as fast as 3G technologies such as HSDPA and EVDO.

Security issues? “Qtalk secure addresses exactly the security issues in VoIP technology,” assures Ortiz. “Using very advanced encryption algorithms and clever verification mechanisms, the user is protected from all security attacks at all times. This allows the user to communicate securely no matter where he is.”

The technical implementation is based on the highest security standards and protects against man-in-the-middle attacks and eavesdroppers, says Ortiz. “Using end-to-end encryption, which cannot be decrypted between the two end devices, Qtalk opens the airwaves to independent and simple communication.”

ALWAYS COST-EFFECTIVE

Qtalk secure guarantees your privacy through bug-proof telephony, making it suitable for government agencies and ministries, industrial companies, insurers, banks, security firms and people in the public eye (politicians, VIPs). Plus many more, supplying good voice quality from all data networks (EDGE, UMTS, HSPA and WLAN).

It's also a very cost-effective service claims Ortiz. Most mobile virtual network operators (MVNO) are GSM based. The dependency of MVNOs on GSM services has led to an enormous decrease in prices and therefore margins. “The integration with Qnective technology,” says Ortiz, “is possible for these parties, without having to change their existing infrastructure. This means that minimal effort is required to be able to offer this new service.”

Depending on the size and the complexity of the network the costs do vary, of course. Also, the customer requirements need to be kept in mind. “Even though the interface is designed to be open towards existing networks,” says Ortiz, “it may be possible that the integration requires adaptor layers for the two systems to communicate. This requires a bit more effort.” However, as soon as the service is deployed the investment begins to pay back. The deployment

of the service results in different underlying cost structures for users who integrate their network, but do expect considerable savings.

PROVEN TECHNOLOGY

There's no issue or worry around reliability. Qnective's technology is solidly proven. “Qnective's technology uses pre-defined and established standards as a basis to offer its customised solutions for VoIP communication,” confirms Ortiz. “Qnective's expertise lies in this field and the main priority of Qnective is to develop and offer carrier grade technology based on the three S's: that is, stability, solidity and scalability.”

6G Mobile – formerly BT INMO – is entering the market in the Netherlands with their product SMARTMOBILE, which is based on Qnective technology with a hybrid GSM-VoIP solution. “Qtalk by Qnective is the first real mobile VoIP product which really deserves the rating ‘carrier grade’,” says Harry van Streun, CEO of 6G Mobile.

So, what of the future? It is Ortiz's clear aim to become the leading supplier for IP/GSM technologies for operators he says. “Operators will have to develop new business models to finance the expensive rollout of full-IP access networks such as LTE, WIMAX, etc,” he says. “And therefore they will roll out new services and open their networks to content and service providers with new capabilities. This won't work without the ‘right’ standards and technologies. And this,” he says firmly, “is where we join the game.” ●

VoIP in brief:

VoIP technology harnesses the Internet's packet-switching capabilities to provide phone service. This has multiple advantages compared to conventional circuit switching technology. Packet switching technology, for instance, allows several telephone calls to absorb the amount of space occupied by just one in a normal circuit-switched network. Transmission costs are dramatically reduced, which can be helped further by data compression.

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further information:
www.qnective.com

