

CASE STUDY

SIP Trunking

SmartVoice service keeps The Tech Guy, Leo Laporte, happy with the performance of his Telos-driven broadcasts



We provide all the systems that make broadcast call-in shows work, but if the network transport is not up to par, I'm the one who fails. My recommendations to customers for a network provider are something I never take lightly.

*Joe Talbot,
Product Manager,
Telos Systems*



The call came in from the VP of engineering for the leading provider of syndicated radio content to stations across the country. The Tech Guy was unhappy with his technology. Leo Laporte, like many national talk radio hosts, depended on the rapport built in the back and forth during listener call-ins to maintain and build his following and audience. Poor voice quality, delay and unreliable connections were hampering those relationships and The Tech Guy's communications network needed to be upgraded — quickly, efficiently and powerfully. For Joe Talbot, this was a business-as-usual request. Talbot knew exactly how critical getting the best solution in place was for The Tech Guy's show.

PROFILE

- Broadcast studio audio systems
- Installations in 175 countries

CHALLENGE

Poor voice quality and delay was making a national talk radio client very unhappy

SOLUTION

SmartVoice/Voice Only SIP trunking with 15 call paths

BENEFITS

- Works beautifully with Telos' most advanced VoIP equipment
- Provides exceptional HD call quality, with Service Level Agreements to guarantee performance

RESULTS

Technology and partnership that Talbot can count on to keep his customers happy



We're in a 24 x 7 x 365 environment because every minute of down time can mean thousands of dollars of lost broadcast revenue for our customers.

Telos is a global leader in the research, development and manufacturing of the IP-Audio, telephony, and high-performance audio processing equipment that powers the broadcast industry. The company has installations in more than 175 countries and systems found in just about every radio and TV network studio.

THE CHALLENGE

"We're in a 24 x 7 x 365 environment because every minute of down time can mean thousands of dollars of lost broadcast revenue for our customers," he says. "We provide all the systems that make broadcast call-in shows work, but if the network transport is not up to par, I'm the one who fails. The recommendations I make to my customers for a network provider are something I never take lightly."

THE SOLUTION

For Talbot, a key consideration was working with a company with a strong telecom background, customer service focus and a proven portfolio of leading — but not bleeding — edge technology and services. He recommended his customer choose TPx's SmartVoice/Voice Only as a core part of his solution to the dependability and audio quality issues plaguing The Tech Guy's show.

A 1.5Mbps, 15-call path connection would keep the on-air conversation flowing smoothly. Talbot knew from experience that SmartVoice's SIP network would work beautifully with Telos' most advanced VoIP equipment and provide exceptional HD call quality. Just as importantly, TPx's guaranteed Service Level Agreements and responsive customer support would provide worry-free performance.

"It's critical that when there is a problem — and since I've been doing this for 30 years I know that nothing's ever perfect — I can get to someone quickly who can help. I don't want to be connected to a call center in India. I like that TPx has a local presence and people that I can develop a relationship with. They're creative, professional and there's no blame-game mentality, just partnership that I can count on to keep my customers happy."