

# Thinking about reselling or private labeling a broadband phone service?

Here's what we think you need to know.

## ① Not all VoIP networks are created equal.

When it comes to phone service, most consumers are interested in saving money but not at the expense of quality and reliability. Before you put your company's brand on a broadband phone service, take it for a good test drive. VoX's compression technology utilizes a very limited amount of bandwidth, reducing the VoIP call to only 8 kilobits per second. That means less latency and packet loss, and overall clarity that rivals traditional phone service. It's an advantage you can hear.

## ② Focus matters.

VoX concentrates its resources on meeting the unique needs of service providers who want to private label and resell a broadband phone service offering. While we haven't spent a lot of money on fancy consumer-targeted ads and clever jingles, we continue to invest heavily in the long-term success of our partners and in becoming the trusted name behind the brands of resellers nationwide.

## ③ Experience counts.

Cookie cutter offerings simply don't work for resellers and agents. Our experience has proven the importance of a solution that was specifically designed to be rapidly adapted and customized—from the customer interface to back office automation systems. In fact we've gotten really good at anticipating client requirements and eliminating the gotchas that can impede product launches and ultimately affect the service you deliver to customers.

## ④ Voice is just the beginning.

Make sure your VoIP provider has a vision that maps to your business strategy. As the market matures, VoX's SIP-based softswitch is ready to deliver Class-5 subscriber services and other packet-based communications, such as IPTV, on a massive scale. Leading SIP softswitches can cost significantly more for equivalent capacity. And, since we own the software code, we can scale faster and react more quickly to customer demands, prospect requirements and market opportunities.

## It's time to call VoX.

VoX's innovative and sensible approach to digital voice services won us Internet Telephony Magazine's "Most Innovative VoIP Technology Provider Award" in 2005. Call us today to find out how we can partner with you to drive new revenue, attract more customers and improve customer retention.

**VoX Communications, Inc.**  
610 Sycamore Street, Suite 120  
Celebration, FL 34747  
1-800-VOX-1699  
[info@voxcorp.net](mailto:info@voxcorp.net)  
[www.voxcorp.net](http://www.voxcorp.net)

