



## **engin signs ispOne for VoIP**

Staff Writers, CRN

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Voice provider engin has signed wholesale communications company ispOne to push its IP telephony services.

engin, a subsidiary of ASX-listed Mobile Innovations, announced its intention to cultivate an ISP channel two weeks ago. Under the agreement, ispOne would offer engin VoIP to its 50 ISP partners with access to around 30,000 consumer and business end users.

Ilkka Tales, chief executive at engin, said in a statement that the strategic deal was the “first of many steps in building a “wider community” of VoIP users.

“Together we have increased the availability of inexpensive VoIP phone calls for businesses and consumers,” Tales claimed.

Zac Swindells, managing director at Melbourne-based ispOne, said the agreement marked ispOne’s entry into the VoIP market.

The deal was part of an “expanding focus” on selling “end-to-end” communications to small ISPs, Swindells said.

ispOne would work with engin on marketing VoIP services to broadband subscribers and end users at ISP partners. ispOne would sell engin’s Voice Box service and a branded version of engin’s peer-to-peer softphone service.

As reported in CRN, engin recently kicked off its ISP channel with a deal with another ISP, aaNet. aaNet will offer VoIP services to its 21,000 subscribers.

The announcement follows aaNet’s internal deployment of engin’s Voice Box, a product that lets users make and receive calls from any landline or mobile phone over their broadband internet connection.

engin’s Tales said at the time that engin was keen to talk to as many ISPs as possible.

Since launch last September, Engin has operated through a retail channel, signing retail deals with Dick Smith Powerhouse, Tandy and Leading Edge Group.