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Cheap International Calls Provider Vopium Spreads Word about White Label Solution

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By [Carrie Schmelkin](#), TMCnet Web Editor

Last week, cheap international calls provider Vopium made its way to Paris, France, to participate in the [Broadband World Forum](#), an event that brought together 200-plus visionary speakers, including an international roster of 120-plus service providers from incumbents and competitive carriers, to discuss the broadband market.

But, in addition to attending the event and networking, Vopium had a [very specific goal](#) to accomplish at the trade show – spreading the word about its white label solution.

The Vopium [White Label solution](#) allows operators and partner companies to deliver a complete replica of Vopium communication services to their customers under their own brand and network. As Vopium officials ask on their website, why not tap into the explosive growth of VoIP communications and pass on the great benefits of Vopium’s award-winning app and reliable service to your customers in an easy to use, turnkey solution?

“Simply put, our white label service enables partners to deliver “always on; international, long-distance and domestic voice, SMS and Instant Messaging services in an open, all-in-one cloud-based service platform.” Ina Pontoppidan, [Vopium’s](#) director of strategy and partnerships, told TMCnet. “And because it is a white label solution, it enables them to deliver and market these services to their corporate users or customer base totally under their own brand.”

The Vopium White Label solution affords the following benefits: drive revenue growth from both existing customers and customers residing on other networks; deliver a standardized transparent solution you can roll out across different network operations and markets; and create value for your customers.

The solution also offers [cheap international calls](#) and SMS at 94 percent cheaper rates; free WiFi calling to other your-Mobile users on WiFi (and other Vopium users); online back-up of mobile contacts and calendar; PC/Browser based (flash) calls and IM solution; and integration with third party services like MSN, Yahoo, Gtalk, AIM, Twitter, Facebook and (including voice), among other things.

When asked about how Vopium’s white label solution [benefits partners](#), Pontoppidan said, “Depending on the industry, operators, ISPs, broadband providers and more, are all facing their own unique challenges.”

“Fixed line traffic is migrating to mobile; mobile users’ usage patterns are changing; reflected in the demand for more rich-based services; the competition is, as always, growing coupled with the continuing drop in margins; especially in maturing ‘triple play’ markets,” Pontoppidan added. “Vopium’s white label solution enables partners to retain ownership of their customer base as well as increase revenue per user at a very low CAPEX. Instead of buying individual services, businesses and operators can deploy and control their own white-labeled service to deliver the same calling and messaging benefits as Skype and others.”

“Our open, all-in-one cloud-based service platform provides them with Voice and SMS termination, IM, VoIP switching, hosting, billing and payment integration in an easy-to-use web interface for their users as well as their administration and support,” Pontoppidan said. “And we back these services up by providing our partners and their customers with 24/7 partner and end-user support.”

Vopium currently works on more than 900 different mobile phones and platforms including Apple iPhone, Android, BlackBerry, Symbian and Java. The White Label solution is currently available throughout Europe, Asia, North and South America, more than 50 countries around the world.

Carrie Schmelkin is a Web Editor for TMCnet. Previously, she worked as Assistant Editor at the New Canaan Advertiser, a 102-year-old weekly newspaper, covering news and enhancing the publication's social media initiatives. Carrie holds a bachelor's degree in journalism and a bachelor's degree in English from the S.I. Newhouse School of Public Communications at Syracuse University. To read more of her articles, please visit her [columnist page](#).

Edited by [Rich Steeves](#)

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