

The digital ledger for wholesale voice

A better connection between Tier 1 and challenger wholesale voice carriers

There's no denying the value of the wholesale voice carrier market. In 2019, the market size exceeded USD 20 billion, and the voice traffic it generated accounted for over 550 billion minutes, according to a [Global Market Insights](#) report.

The market is tough, however, with intensive competition and continuous price pressure, which demands efficient processes to maintain margins. Industry financial burdens are worsened by ineffective collaboration between smaller, challenger suppliers and larger Tier 1 national and international carriers.

“Some carriers can offer the quality and margins that others need, but it can be difficult or impossible for them to work together due to incompatible payment terms,” said James Archer, from Vovida. “This was frustrating for both parties.”

As Tier 1 carriers usually operate under 30:30 terms, challengers are left **extending months of credit that they may not be in a position to afford**. They're also footing the bill when connecting calls with other smaller providers who require payments more frequently.

This credit gap between large and smaller carriers undermines the ability of Tier 1 carriers to find new routes and connectivity while preventing smaller stakeholders from growing their businesses – which creates friction in an industry where **speed and efficiency matter**.

Bringing together disparate processes and operations

A digital ledger to eliminate siloes

Tier 1 and challenger wholesale voice carriers essentially exist in their own siloed ecosystems. They have separate needs, processes and operations that depend on one another, but some barriers block business relationships and reduce choice for wholesale voice connectivity. Essentially, they are speaking different languages.

Tier 1 carriers need assurance that they're working with quality voice service providers who can meet their standards for service delivery and accept their payment terms. On the other hand, challenger carriers require surety in their finances. The key to ensuring effective business relationships is timely payment to nimble smaller carriers. How can this be achieved?

To work together efficiently and effectively, they need a partner that speaks both languages. This third-party should be able to support the business needs of challengers, while providing a playground that enables the connectivity sought by Tier 1 carriers with the quality they demand.

Figure 1: Wholesale carrier market revenue forecast
 Source: Global Market Insights

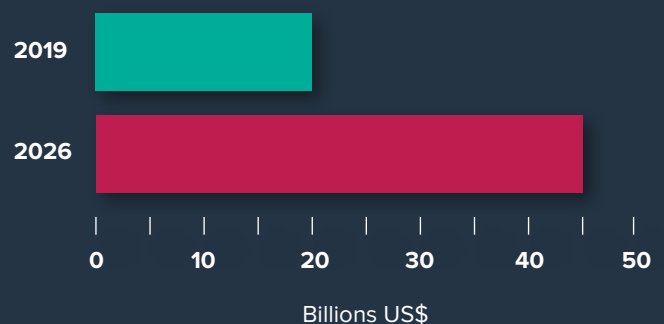


Figure 2: Digitalk Carrier Cloud creates the “Gold Standard” CDR to which all parties adhere



This playground needs to be backed by transparent verification of all transactions for accurate accounting – and **agile finance** to facilitate the market.

Vovida, a leading provider of wholesale international voice services based in London, is proving that they can meet those requirements with their Vovida Fast Pay solution.

Vovida Fast Pay provides a digital ledger — a “bill of lading” for the transfer of goods — collecting real-time data from every billable transaction between carriers. That data provides a value/cost analysis based on a rolling calculation of bills, credits and exposures that can then be used to better manage and mitigate any risks associated with lending.

Vovida Fast Pay uses this data to validate invoicing and to **accelerate payments** and transaction processing to smaller carriers. Backed by a substantial credit line, the solution allows challenger carriers to receive 90% of their invoice total within a day.

So, instead of waiting for up to two months for settlement, they can effectively transact with their larger peers with the cashflow their operations demand.

“We saw the Carrier Cloud platform offered by Digitalk, and we knew it would be the perfect tool to help solve the incompatibility issues that Tier 1 and challenger carriers face.”

Using the platform, we built a marketplace solution on which we could connect carriers, provide a credit line to them, while protecting our exposure thanks to real-time credit control along with accelerated payment and transaction processing.”

VOVIDA

Saj Nabhan
CEO, Vovida

Democratising the market with real-time data

Gold-standard revenue assurance, accounting and reporting

With Vovida Fast Pay, Vovida is the point of interoperability and alignment between carriers. The company acts not as a bystander, but as part of the transaction with a clear role as a trusted marketplace provider, generating the gold-standard records on which the transactions depend.

While accounts receivable financing is a major benefit to smaller carriers looking to use Vovida's marketplace, the biggest value to both Tier 1 and challenger carriers is the integration of **real-time data and processes**.

The only way in which Vovida could solve these challenges and unlock the potential of real-time data to underwrite these transactions is by accessing tools that deliver real-time revenue assurance, accounting and reporting.

Digitalk Carrier Cloud provided the ideal solution. Using Digitalk Carrier Cloud wholesale voice operator platform, the solution **automates the creation of 'gold-standard' CDRs** containing accurate, real-time data from carrier interactions.

"The revenue protection that Carrier Cloud provides is invaluable. It de-risks the market for smaller carriers and opens up additional connection opportunities to large carriers, putting them on an even playing field and allowing them both to benefit."

VOVIDA

Saj Nabhan
CEO, Vovida

These master records for each transaction power vital real-time processes:



Credit control

Smaller carriers establish a defined credit limit against down payments they receive from Tier 1 carriers



Monitoring

Real-time performance and active call statistics allow Vovida to view and react to KPIs



Admission control

Decisions on whether to enable calls or accept sessions occur instantly



Disconnect

Automated notifications alert both parties when credit limits are approaching, auto-block capabilities can be enabled so that carriers never exceed credit limits



Access to reports

Data from carrier interactions is trusted and verifiable by both parties at any time

The use of dynamic, real-time information to support credit control turns Vovida Fast Pay into a win-win solution for larger and small carriers, allowing them to work together, but on their own terms.

Better-value Rates for Tier 1 Carriers

As a marketplace solution, Vovida Fast Pay functions as a one-stop-shop for interactions between carriers. It offers Tier 1 carriers access to several smaller, more nimble players to deliver their traffic to specific destinations. So, how do Tier 1 carriers decide between options in the marketplace, especially as costs fluctuate regularly?

Vovida solves this problem with **fast and flexible routing control** for high-change destinations through its solution. Tier 1 carriers receive hand-crafted least-cost routes that they can manage and customise to fit their business needs.

“Our customers can now secure new margin improvements, giving an additional 5% margin on such routes,” commented Vovida’s James Archer.

“They are able to increase the value of their partnerships with other carriers while decreasing their own workload when it comes to evaluating and establishing such partnerships.”

Vovida takes care of the routing changes for preferred prefixes (international and national codes), capitalising on the best route at the best time. This enables their adoption faster than the Tier 1 carrier might manage on its own.

“The Carrier Cloud platform also plays a role in the ability to provide the least-cost routes for Tier 1 carriers. It exemplifies yet another way that real-time data sets the solution apart from the rest – by unlocking opportunities that carriers normally wouldn’t have access to, all from one solution.”

A tailored approach to credit management

Scalable, future-proof and guaranteed

Once carriers begin using a solution like Vovida Fast Pay, they also need assurance that they can depend on it long-term. Vovida's marketplace solution model provides that assurance with its ability to scale to the size of each company user.

The solution is backed by a FTSE 100 provider of finance corporate solutions, meaning that the cash flow and insurance underwriting in its workflow is dependable and guaranteed up to a maximum for each carrier. This gives smaller carriers the confidence they need to form **long-lasting partnerships** with Tier 1 carriers, while challengers can continue to manage their processes in the way that best fits their business.

With Vovida Fast Pay, carriers of all sizes can bring their siloed ecosystems together and speak one another's language.

"Challenger carriers can outsource their credit management to Vovida without having to worry about interruptions to their business, so they can focus on their own growth objectives."

VOVIDA

Saj Nabhan
CEO, Vovida



About Digitalk

Digitalk is an experienced provider of innovative, cloud-based, real-time Communications Platform As A Service solutions. We are a reliable, trusted partner that builds long-term partnerships that enable innovation and service excellence.

Over 20 years, we have delivered hundreds of solutions globally, supporting millions of transactions every month.

Our solutions deliver outstanding breadth and completeness of service, high availability, value for money, scalability, stability, security, and a global presence. We can meet all communications service provider needs, enabling differentiated, real-time services from a fully virtualised, cloud-hosted environment.

For more information please visit www.digitalk.com.



About Vovida

Established in 2013, VOVIDA is a leading provider of wholesale international voice services partnered with over 100 operators worldwide.

Headquartered in London with offices in Asia, VOVIDA is the carrier of choice for some of the world's leading Fixed & mobile operators, OTT's and MVNO's.

Now offering a fully insured 'fast pay' product which enables early settlement of un-invoiced international voice usage.

For more information please visit www.vovida.co.uk



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