

Voxbone



Stef Konings, Itay Rosenfeld & Dries Plasman

Rodrigue Ullens and Francois Struman set up Voxbone in 2005, in anticipation of a massive increase in demand for access to local telephone numbers for businesses operating in foreign countries. Their foresight and strategy have been vindicated by the company's subsequent success and growth. In 2011, Voxbone was the top Belgian company in the Benelux Fast50 and in 2012 it was again ranked as a Fast50 business. We asked recently appointed CEO Itay Rosenfeld, CFO Stef Konings and VP Marketing and Product Development Dries Plasman about Voxbone and what made their company unique.

Itay Rosenfeld: Simplification is the main value we bring to customers. Most people don't realise the complexity that lies behind operating voice services internationally. Our customers come to our website, buy an overseas telephone number as if it were a book on Amazon and they can be using it in just a few seconds. Their customers include some of the biggest names in voice communication, including Skype, Telefonica and Deutsche Telekom.

“Making the complex appear easy has helped draw major organisations to Voxbone.”

Itay Rosenfeld, CEO, Voxbone

Our high level of automation sets us apart from our competitors. Our customers spend very little time talking to us about setting up their international voice networks, making our solution ideal for fast growth businesses who don't want to waste precious time discussing infrastructure. Within a couple of days, and with no capital investment, our customers can have telecommunication services working inside another country. It's not just the voice communication services offered by Voxbone that sets them apart. They also boast a distinctive company culture. Casual and international they call it, with no formal hierarchy. The average age of their team, comprised mainly of developers and telecoms engineers, is around 30, and it's important that they enjoy coming

to work. The company hires and nurtures people with a passion for what they do and who can be trusted to get the job done. Reliability is at the core of our culture, says Itay Rosenfeld.

Creativity and foresight power Voxbone's success

Innovation and an eye for seizing the technological advantage have seen Voxbone grow from a two-man Brussels start-up to a business with global coverage, including offices in Los Angeles and Singapore. We invest a lot in R&D, says Itay Rosenfeld. The world of telephony is changing all the time, particularly as the move to IP speeds up. We anticipate a lot more growth in the next few years as enterprises migrate to IP voice services for external use and as consumers make much more use of mobile communication apps. To be ready for this move away from legacy telephone networks, we've invested heavily to provide in-country emergency service call capability over IP. This means that if your only voice service in a country was over the internet, such as Skype, that service would allow you to call 112 in an emergency. This might sound simple, but it's not, and it's providing another unique selling point for us.

With so much opportunity ahead of it, Voxbone is pursuing an organic growth strategy and is not actively seeking to expand through acquisition.

Winning the Fast50 helps open international doors

The Fast50 may still be relatively new in Belgium but it's well-established and highly regarded in the USA. For a business that's already secured a strong foothold in the noisy North American market, being the top Belgian Fast50 company in 2011 was a marketing coup.

It is helping us get noticed by the giants in the telecoms industry and generates interest from potential partners. The rush for IP to replace traditional technology will keep them busy for years. The key to Voxbone's continued success is being able to manage growth, finding people with the right skills and attitude, while maintaining their commitment to reliability.