



## Introduction

In the competitive communication services market, being able to set up and run solutions as quickly as possible is a key differentiator. Rather than months' of wait for a new solution, once an agreement has been made, customers expect to be able to get started within days, if not hours. Therefore service providers not only need to provide a quality solution but also need to be able to set up the solution in a fast and efficient manner.

## Challenge

Software scalability, reliability and speed of deployment are essential for fuelling dynamic growth in start-ups. A young company like Toku needed a Session Border Controller of proven scalability, ideally from a partner with demonstrable and tested credentials in challenging emerging market environments. Toku's primary SIP gateway was not scalable and lacked the agility to roll out new services quickly. The time to configure was painfully long which often took several days for new customers; therefore, we were looking for alternatives to help us accelerate our go-to-market strategy.

Toku was therefore searching for a solution that would swiftly deploy new services and onboard new customers.

## Solution

Cataleya's Orchid Link is a fully-featured, all-in-one, MS Direct Routing certified Session Border Controller for those seeking to deploy outstanding technology in a simplified and cost effective manner.

The software-based platform enables you to build a reliable voice network on COTS servers, and supports a variety of deployments on bare-metal and virtualized environments, including NFV. This also allows for unlimited scalability across various deployment sizes. Thanks to the versatility of Orchid Link, it can be deployed across a wide variety of business use cases and networks be it Access or Interconnect function, deployed in NGN or IMS networks, Enterprise / Retail or Wholesale Service Provider use cases.

Rich features and reliable performance aside, you will benefit from the deep analytics and powerful diagnostics tools that is built into the SBC, giving you more control over your SLAs. A powerful & programmable Policy Engine ensures that your interworking & interoperability concerns are elegantly addressed. A Building-Blocks based Service Management framework facilitates rapid building of new services, and gives you the edge with short time-to-market for rolling out new features to your customers. Our SBC Platform addresses all aspects of SIP based voice requirements and offers an easy-to use web portal for your team to manage the daily operation or fully integrate to your existing UC, PBX, OSS and BSS systems via our rich set of APIs.

## **Benefit**

With the introduction of Cataleya in 2017, we could onboard a lot more customers than the previous SIP gateway. Cataleya reduced configuration time and drastically improved the customer onboarding time from 25 days to just 1 hour. The solution was easily scalable and quickly integrated with other similar systems such as UCaaS, PBX, and various billing platforms. The regional support team have been very helpful in providing necessary assistance when needed.

## **Result**

The ease of deploying systems on Cataleya in different countries in APAC has enabled us to plan for regional expansion. Cataleya provided the flexibility in setting up cloud instances for POC in APAC countries like Vietnam, Indonesia, Bangladesh, Pakistan. This is a unique point of differentiation for Toku compared to its competitors to acquire new customers in APAC by delivering the best possible customer experience.

“We have been using Cataleya for over four years and it has supported our business needs due to its integration capabilities, speed of deployment and dedicated support team” says Raj Gopinathan, Head of Operations.

## **About Toku**

Headquartered in Singapore, Toku is Asia Pacific's only dedicated cloud communications provider helping businesses overcome the complexity of digital transformation in the region, enhance their customer experience and cater to the growing demand for hybrid work.

Toku has combined local expertise, in-country infrastructure and bespoke UCaaS, CPaaS and CCaaS solutions into one compelling package – empowering the region's biggest enterprises to streamline their communications. Since its inception in 2018, Toku has worked with organisations as diverse as Gojek, JCDecaux, Public Utilities Board Singapore and Foodpanda. With Toku, moving to the cloud has never been easier.