



## **NEWS RELEASE**

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**Internet Telephony Services Providers' Association**

*The Voice of Advanced Communications*

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8<sup>th</sup> March 2011

<b>Winners announced for 3<sup>rd</sup> ITSPA Awards</b>
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The 3<sup>rd</sup> ITSPA Awards took place at the BT Tower today. The ceremony was attended by a broad spectrum of industry as well as parliamentarians, civil servants and trade journalists. The awards were presented in 6 categories, representing different areas of the VoIP and Unified Communications industry.

**The Award Winners were:**

Best Consumer VoIP: **Voiptalk**

Best Business ITSP (SMEs): **iNet Telecoms (Voipfone)**

Best Business ITSP (Large Enterprise): **Virgin Media Business**

Best VoIP CPE: **Grandstream - GXV3140 IP Multimedia Phone**

Best VoIP Infrastructure: **Genband - GENiUS**

Most Innovative VoIP Product: **Gradwell – Gradwell Mobile**

**Those Highly Commended were:**

Best Business ITSP category (SMEs): **Gradwell**

Best Business ITSP (Large Enterprise): **Timico**

Best VoIP Infrastructure: **Broadsoft - Broadworks**

Most Innovative VoIP Product: **Vonage - Vonage Mobile for Facebook® App**

This year, technical testing was undertaken by Malden Electronics in two of the categories - Best Consumer VoIP and Best Business ITSP (SME). Entrants for all

categories also had to complete written entry forms that were independently reviewed by the ITSPA Awards judges.

Eli Katz, ITSPA Chairman, said, "I would like to congratulate the 2011 ITSPA Awards winners and finalists. It has been another competitive awards nomination process, incorporating more entrants from across industry. The ITSPA Council is keen to build on this success and welcome all entrants, both members and non-members to participate in the work of the trade association going forward. The Awards reception is taking place the night before Unified Communications begins at Olympia. I hope this will be a busy and successful week for all involved."

Linus Surguy, Director from Magrathea, said, "Magrathea is proud to continue its support of the ITSPA Awards and would like to congratulate all the winners this year. It is important that we recognise the achievements of the industry and encourage more competition for the future."

The 2011 ITSPA Awards were open to all those in the VoIP space, including those who were not members of ITSPA. For more information on ITSPA or the awards please go to [www.itspaawards.org.uk](http://www.itspaawards.org.uk) or [www.itspa.org.uk](http://www.itspa.org.uk)

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### **ITSPA Finalists**

#### **Best Consumer VoIP Award Finalists:**

sponsored by:



- Orbis Telecom
- VoIPtalk

#### **Best Business ITSP (SMEs) Award Finalists:**

sponsored by:



- Entanet
- Gradwell
- Inet Telecoms (Voipfone)
- SureVoIP (Suretec Systems)
- Teleware
- Timico

**Best Business ITSP (Large Enterprise) Award Finalists:**  
sponsored by:

## Magrathea

- Ciptex Solutions
- Entanet
- Teleware
- Timico
- Virgin Media Business
- Voicenet Solutions

**Best VoIP CPE Finalists:**  
sponsored by:

## BT wholesale

- Cisco - SPA525G2 5-Line IP Phone
- Counterpath – Bria iPhone Edition
- Digium - Switchvox
- Gigaset - s685IP Phone
- Grandstream - GXV3140 IP Multimedia Phone
- IP Cortex - VoIPCortex Pro IP PBX

**Best VoIP Infrastructure Finalists:**  
sponsored by:

## Malden Electronics

- Broadsoft - BroadWorks
- Genband – GENiUS
- Metaswitch - MetaView Service Assurance Server (SAS)
- UM Labs - SIP Security Controller

## **Most Innovative VoIP Product Award Finalists:**

sponsored by:



- Digium - Switchvox
- Gradwell – Gradwell Mobile
- Metaswitch - CommPortal Phone Configurator
- Vonage - Vonage Mobile for Facebook® App
- Inet Telecoms (Voipfone) – Voipfone Call Management

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### **Note to editors:**

**About ITSPA** ([www.itspa.org.uk](http://www.itspa.org.uk))

ITSPA is the UK's industry body for Internet Telephony Service Providers. Founded in 2004, with over 60 members, ranging from the largest Tier one operators to the new entrants, providing services to millions of consumers and businesses.

### **About VoIP**

Internet Telephony is the ability to make voice calls over any Internet Protocol (IP) connection, particularly broadband, using Voice over Internet Protocol (VoIP). IP Communications also enable a rich multi-media set of advanced services, including Video, High Definition Sound, Instant Messaging and Presence. Internet Telephony Service Providers can provide regular and enhanced phone line services – often at substantial cost reductions.

### **The ITSPA Awards are sponsored by Magrathea:**

**About Magrathea** (<http://www.magrathea-telecom.co.uk/>)

Magrathea is the UK's premier supplier of carrier services and managed solutions in all areas of computers and communications. First established in 1995 we have seen the industry grow and change, our experience is a key part of the service that we deliver to you and your customers.

Our network spans both the PSTN and IP World, with multiple connections to multiple top tier TDM carriers, including a full BT & Eircom interconnect allowing us to fully integrate with the SS#7 network in both the UK and Ireland. Our IP network is diverse with multiple Tier-1 transit suppliers as well as peering at Linx supplemented by private peering with key IP providers. The network is fully NGN enabled allowing us to fully support Voice over IP interconnection and services.

Our technology is entirely developed in house but draws upon industry standards and utilises industrial strength components for ultimate carrier grade reliability.

Our switching facilities, based within Telehouse London, Bristol and Dublin give us access to virtually unlimited capacity and bandwidth and access to the best carrier networks in the world.

**About Malden Electronics** ([www.malden.co.uk](http://www.malden.co.uk))

What do integrated circuit designers, network equipment developers, terminal makers, network operators and large enterprises have in common?

Many of these companies rely on speech quality test systems developed by Malden to evaluate and refine the performance of their products and services.

Malden's products make real telephone calls using real speech signals. They measure the performance of the network *from the perspective of the user*, taking into account the parameters which are important to *user satisfaction*. When did you last hear a telephone user complain that "jitter is bad today"?

Malden's approach to business is personal, too. The requirements of an operator are very different to those of an integrated circuit maker, even though "speech quality" features in both. We meet our future customers in person, taking time to understand their concerns. We encourage no-obligation evaluation loans, allowing the benefits of our test systems to speak for themselves. Best of all, we do not forget our customers after they buy a test system - we continue to welcome their questions, requests for assistance and ideas for new product features. Whilst we boast many years of engineering excellence in the speech performance field, we are also proud that some of the best features in our products were inspired by our customers.

Troubleshooting, checking out the competition, long-term monitoring of performance, network optimisation - these are some of the ways Malden's test systems bring real value. After all, what is the cost of inferior speech quality?