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TECHNOLOGY

Case Study

LatiNode introduces VoIP services rapidly and economically with Cantata Technology

Over the past five years, LatiNode, a Miami-based VoIP provider, has experienced an enormous growth rate of 107,993%. LatiNode has been named the Hispanic Business Fastest Growing Company for two years in a row and last year alone, the company doubled the number of countries where it offers long-distance telecommunications services, tapping into new markets such as Argentina, Colombia, and Honduras. "We started at zero, and today there is a very high possibility that if you regularly call to or from Latin America, you have used LatiNode's network," said Juan Pablo Vasquez, the company's Chief Commercial Officer.

The Challenge

While this explosive growth has been great for business, LatiNode needed to interconnect with more networks and deliver advanced IP-based functionality across multiple international networks. The challenge for the company was to complete these goals with speed and dependability, while controlling cost. It was important for LatiNode to be the first company marketing IP services in new Latin American markets, to gain market share, and to develop a reputation for superior service quality. LatiNode tested many media gateways, but discovered none measured up to the complexity of its own VoIP network.

The Solution

CEO Jorge Granados instituted a corporate mission, "We will maximize value to our clients through innovation and by implementing proven technological solutions." LatiNode determined the catalyst to reaching its objectives resided in Cantata Technology, a provider of media gateways, media servers, and enhanced service platforms. Working directly with the manufacturer, LatiNode deployed Cantata's Integrated Media Gateways (IMG) 1010 to provide enhanced VoIP-to-VoIP transcoding capabilities across its ever-expanding network, and to complement that with SIP and H.323 – ISDN/SS7 media gateway functionality. LatiNode chose Cantata's IMG 1010 for its integrated media and signaling capabilities, for its ease of installation, and for its interoperability capabilities with vendors and service provider networks worldwide.

"The unique capabilities of the IMG 1010, teamed with Cantata's exceptional customer service and support, create a compelling package and competitive advantage that we can leverage to quickly introduce new revenue-generating services to our fast-growing subscriber base," added Tarrau. "Cantata's IMG 1010 offers LatiNode unparalleled performance, reliability, and flexibility to introduce VoIP services across fixed and mobile networks worldwide. It also enables the company to reduce costs while improving service quality."

Organization

LatiNode Inc.

Industry

Telecommunications

The Challenge

Interconnect with more networks and deliver advanced IP-based functionality across multiple international networks

The Solution

A VoIP network with the Cantata Integrated Media Gateways (IMG) 1010 deployed to provide enhanced VoIP-to-VoIP transcoding capabilities

Results

Added four new international carriers, expanded into new geographical areas, and slashed costs by tens of thousands of dollars



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-Jorge Granados, LatiNode CEO

Results

As a result of the IMG 1010 deployment, LatiNode added four new international carriers, expanded into new geographical areas, and slashed costs by tens of thousands of dollars. Using Cantata's IMG 1010, LatiNode will continue to expand its international network and provide its customers with new, competitive services and top-notch quality of service.

About LatiNode Inc.

A Miami-based service provider, LatiNode Inc. was founded in 1999 by Jorge Granados, CEO and entrepreneur. Granados discovered that international voice calls, too expensive to place over traditional service due to PTT gateway fees, were better completed through emerging VoIP networks. So began LatiNode Inc., with the establishment of Jorge's own network in Latin America and the formation of strategic partnerships to deliver VoIP calls worldwide. Today, LatiNode is the 118th largest Hispanic-owned company in the U.S. and is one of the world's largest players in the international VoIP industry, transporting 3 percent of global VoIP long distance traffic.



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