



## Case Study:

# Direct Selling Firm Yor.com Implements deltathree's Hosted Consumer VoIP Solution to Alter the Current Landscape of VoIP

### Overview

**M**ulti-level marketing has long played a critical role in spreading the message of new products and services to the mass market. Whether it be the latest in fashion, publications or technology, multi-level marketers (MLM's) have made it their mission to build a business around pushing innovations forward. Currently, the growing demand for an inexpensive, quality means of communication has emerged as a significant opportunity for many industries outside the traditional telecom arena. At the head of these non-traditional industries, MLM's have emerged as the early innovators by capturing significant market share via their unique direct selling approach. A highly adaptable service, Voice over Internet Protocol (VoIP), otherwise known as internet telephony, has been rising among the ranks of telecommunications technologies to provide an ideal solution for cost savings and convenience. A leading MLM at the forefront of realizing this prospect and harnessing the potential of VoIP is Yor.com.

Yor.com has implemented deltathree's Hosted Consumer VoIP Solution to offer a high quality, low-cost VoIP service to its thousands of independent representatives worldwide. deltathree's Hosted Consumer VoIP Solution is a comprehensive, customizable turnkey solution for service providers looking to launch their own VoIP offering with minimal investment and rapid deployment. Through the Hosted Consumer VoIP Solution, Yor.com has focused its business on proliferating the compelling message of VoIP and expanding this business opportunity to its network of independent representatives around the world.

### Background

**Y**or.com is a multi-level marketing firm specializing in communication technologies with a base of several thousand independent representatives worldwide. For over a decade, Dennis Wong, Founder and Chairman of Yor.com, has blended an expansive and exponentially growing leadership team, with cutting edge telecommunications products woven directly into the team's customer acquisition. Yor.com provides consumers with the essential, daily service of local and long distance calling while offering a unique revenue generating system to individuals looking for an alternate household income or a lucrative business. The company provides services directly to the consumer,

with the help of independent representatives, and a strong foundation in moral business practice and healthy relationships. As a result, Yor.com has eliminated the high cost of "traditional" marketing methods, without sacrificing the quality of service experienced by customers.

### Challenge

**Y**or.com considered several methods of obtaining a high quality, cost-effective VoIP service to offer its independent representatives. Time was of the essence as any delays to their timeline would mean substantial loss of business. Beyond this, the firm needed to consider the experience and the international capabilities of the provider they would utilize.

Yor.com had created a name for itself in the MLM arena as a pioneer, constantly grasping the opportunity of the first mover's advantage. It was therefore highly critical that the VoIP provider they chose would be able to implement a service they could offer in the shortest amount of time possible.

Experience of the service provider was another key matter. Yor.com's independent representatives would soon start selling VoIP to a market not yet well aware of the technology itself. The company would thus need to partner with a service provider holding an extensive track record so that customers would know their service was coming from a thoroughly reliable source. The service provider's experience was also pivotal as Yor.com was looking to establish a sustainable, enduring business.

Lastly, since Yor.com's business plan included global expansion, the VoIP provider would need to have service capabilities overseas. Next to North America, South America was a prime immediate target for the company.

### Solution

**A**fter completing a thorough assessment phase, Yor.com selected deltathree for both its decade-long expertise on the global stage and its highly effective Hosted Consumer VoIP Solution. deltathree is a leading worldwide provider of integrated VoIP telephony services, products, hosted solutions and infrastructure. Utilizing advanced Session Initiation Protocol (SIP) technology, deltathree provides all the components to support a complete VoIP service deployment. deltathree's long list of clients includes such industry leaders as Verizon and Panasonic

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- Dennis Wong, Founder & Chairman of Yor.com



Communications Company. The Hosted Consumer VoIP Solution is the platform of Verizon's VoiceWing offer, while deltathree's newly formed consumer brand, joip, powers the VoIP service of Panasonic's new GLOBARANGE hybrid landline/VoIP phone.

deltathree's Hosted Consumer VoIP Solution is a comprehensive, customizable turnkey solution for service providers looking to launch their own VoIP offering with minimal investment and rapid deployment. The Hosted Consumer VoIP Solution provides a robust back-office suite of services, including components such as billing, reporting, eCommerce, fraud management, soft-switch capabilities, Customer Premise Equipment (CPE) support, web development, network management and more. Highly scalable and cost effective, the Solution allows for clients to exceed time to market requirements while remaining in their budgets.

deltathree's Hosted Consumer VoIP Solution allowed Yor.com to launch a VoIP service in a matter of weeks, whereas an internal deployment would have taken months. By selecting deltathree's solution, Yor.com was able to eliminate capital investment and limit operating costs. deltathree's strong presence in South America, meanwhile, allowed Yor.com a smooth and effective entrance into their second market of priority. The company quickly obtained a high-quality, low-cost VoIP service for their independent representatives, and therefore never lost focus of their core competency of marketing and sales.

Through the Hosted Consumer VoIP Solution, Yor.com offers its independent representatives and their customers a wide array of calling plans that range from basic pay-as-you-go outbound plans to annual and world plans. Yor.com also offers a service plan for small businesses who are looking to grow with cutting edge technology while reducing undue costs.

Independent representatives and their customers experience basic and innovative features such as unlimited calling, advanced voicemail, enhanced call forward, do-not-disturb and more. The Solution also provides a PC to Phone dialer and an interactive Member Center that have been customized to match the look and feel of Yor.com's brand. PC to Phone allows independent representatives and their customers to call with their accounts from any PC, while the Member Center allows users to access real-time call records online, manage their accounts and control their advanced features.

## Benefits

**“W**ith deltathree's Hosted Consumer VoIP Solution, Yor.com was able to continue our commitment to providing the latest in communication technologies to our independent representatives,” stated Mr. Wong. “The variety of features and low call rates that deltathree's VoIP service offers allows our independent representatives a more convenient, cost-effective alternative to traditional telephony. We are thrilled to be partnered with such a VoIP expert as deltathree and look forward to working with them to continue spreading the message of VoIP to the mass market.”

Yor.com's independent representatives utilize the firm's VoIP service to expand business across the country and abroad. Since the call rates of the service are low, independent representatives are able to more frequently contact clients to strengthen relationships. Through VoIP's unique ability to provide free “in-network” calling, Yor.com's independent representatives are able to more effectively build their distribution network while saving money in the process.

## About deltathree

**F**ounded in 1996, deltathree, Inc. (Nasdaq: DDDC) is a leading provider of integrated Voice over Internet Protocol (VoIP) telephony services, products, hosted solutions and infrastructure. deltathree offers high quality Internet telephony solutions that are viable and cost-effective alternatives to traditional telephone services. Supporting hundreds of thousands of active users around the world, deltathree serves customers through its two primary distribution channels: the Service Provider / Reseller channel and the direct-to-consumer channel. deltathree's advanced solutions offer service providers and resellers a full spectrum of private label VoIP products and services, as well as a back-office suite of services. Utilizing advanced Session Initiation Protocol (SIP) technology, deltathree provides all the components to support a complete VoIP service deployment. deltathree's Consumer Group consists of the award-winning iConnectHere direct-to-consumer offering and joip, the newly formed consumer brand that powers the VoIP service of Panasonic's GLOBARANGE hybrid phone.

For more information about deltathree, please visit [www.deltathree.com](http://www.deltathree.com)