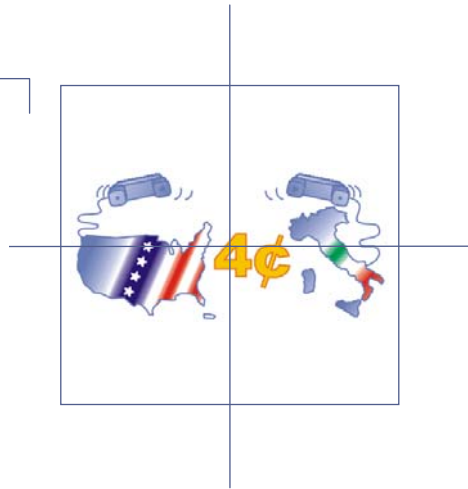


## Can you hear my Voipe?

Interview with Davide Innocenzi,  
Marketing and Comm.

By Atena Giovanni,  
eMarket Services, ICE



Industry	VoIP-Telecommunication
Location	New York, NY USA
<b>Company</b>	Italphone LLC
URL	<a href="http://www.italphone.com">www.italphone.com</a>
Products	VoIP Termination
Description	Provider of VoIP termination and solutions to Carriers and end users.
<b>E-marketplace</b>	Doppiotransito
URL	<a href="http://www.doppiotransito.it">www.doppiotransito.it</a>
Description	Trading Platform to connect different carriers

**Lessons Learned:** The world of VoIP is a place where speed in closing deals, trust in who you work with and the quality of the service offered are key. An e-market like Doppiotransito allows even the smaller carriers to be competitive within this market and to be found by potential customers that would otherwise not be aware of them.

### Could you please tell us about your company and your use of the e-marketplace?

Italphone LLC is a service provider, specifically of VoIP service (Voice over IP). Among our services is the trading of VoIP termination from carrier to carrier and also residential and business services to end users. One of our projects is to connect Italians around the world to Italy, offering them easy and convenient solutions to call "Home" but also to be easily reached, for example through the use of Italian DID Numbers forwarded to VoIP devices around the world or directly to pstn or cellular phones outside of Italy. In this sense it is very useful to have a place like Doppiotransito where we can find many resources to build our system. In the main it is the offer of VoIP termination that makes it useful for us.

### How did you meet Doppio Transito and why did you join them?

We found Doppiotransito on the web and then we personally met the people behind it. We decided to join as we thought it would be convenient to be part of the only Italian platform of this kind, and as we target Italians around the world.

### **What services do you mainly use?**

We mainly post requests and offers of VoIP termination. We get in touch with other carriers and we are very interested in the rates Doppiotransito is able to offer.

### **How do you get in touch with a company that posts an offer or a request?**

The first contacts are always via e-mail, then if the parties are interested and more interaction is required we can communicate using the telephone or online messaging services such as MSN, Yahoo or Skype.

### **How many contacts do you have on average and from what countries?**

We now have established stable tradings with few companies, mostly in USA. In addition we have done other deals with companies in Italy, Israel and Brazil.

### **How do you manage this new trade channel (in relation to time and human resources in your company)?**

This trade channel can easily be managed by just one person who has good skills in the use of the VoIP softswitches and can speak different languages to communicate with other companies. In the event of growth an additional person to manage the buying products and another the selling of them.

### **This industry is developing daily; how can the e-marketplace help you to keep the path?**

Doppiotransito puts together a number of offers, this helps the member of the e-market to be in touch with multiple companies at the same time. A new company has its place to post new products and the others can learn about it. It is all located in the same place without having to personally know all the other companies. They are made available to you. This is one of the key points.

### **Trust is a main issue concerning the use of an e-marketplace: how do you cope with this problem?**

Trust is a main issue. Most of the VoIP trading is done very quickly so it is crucial to have a trusted place where these can be made. Doppiotransito also has a function to guard against possible frauds. The carriers that come to this market place are usually very reliable and this makes dealing much easier.

### **On balance, given it is your first experience in using an e-marketplace, do you feel satisfied and do you plan to go on using this means of trading?**

Doppiotransito has all the skills to become an essential resource to carriers. It is trusted and very dynamic. Flexible enough to offer up to date solutions. It is our intention to keep using it.