IBM

Ursus connects the world with cost-efficient Internet Phone Booth.

While long-distance carriers battle for your dollars, you can afford to stand back and watch. Why pick up the phone when all you have to do is point your Web browser to *www.thestream.com*? There, you can step into the Internet

Phone Booth and, with a simple microphone connected to your computer, make PC-to-phone calls, cost-efficiently and conveniently.
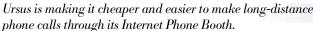
The Internet Phone Booth is the brainchild of Ursus Telecom Corporation, a $120-million global telecommunications company that provides long-distance, direct-dial and other services to more than 95,000 individuals, businesses and carriers. When a competitor unveiled a virtual phone — which wasn't profit-able — Ursus knew it didn't want to lose out in the fast-growing Internet market. An IBM Business Partner, Ursus devel-

oped its own virtual phone with Java technology and IBM Network Dispatcher — a component of IBM WebSphere Performance Pack.

"Network Dispatcher is truly an enterprise-class application that ensures the efficient and reliable provisioning of our product to our Internet customers."

– *Brandon Bates, Chief Developer, Ursus Telecom Corporation*

Application	Virtual phone; telecommunications portal
Business Benefits	100% ROI in four months; est. 100% revenue growth in six months; 30,000 to 40,000 hits weekly; international calls for a fraction of the cost
Software	IBM WebSphere™ Performance Pack IBM Network Dispatcher IBM High Availability Cluster Multiprocessing (HACMP) Java™ technology
Hardware	IBM RS/6000®

Ursus is making it cheaper and easier to make long-distance phone calls through its Internet Phone Booth.

IBM **e**
an e-business solution ▶

As word spreads about the Internet Phone Booth, theStream.com is attracting 30,000 to 40,000 hits each week. "From the success of the Internet Phone Booth and other products we'll be selling at theStream.com, I fully expect us to double our revenues within six months," says Jay Chavez, Ursus' vice president of worldwide Internet services. "And, we're on track to earn a full return on our investment in IBM e-business solutions in about four months."

Affordable long-distance rates

The Internet Phone Booth is a plug-in that loads into the user's Web browser. To dial, users simply point and click on the virtual phone's keypad. Internet Protocol (IP) telephony technology digitizes voice into packets of information, delivering it through cyberspace and telephone wires.

"Our Internet Phone Booth levels the telecom playing field for countries where long-distance calling is cost prohibitive," notes Chavez. "Our solution enables them to call the U.S. for 5.9 cents a minute or another country for 10 cents a minute—incredible rates for a product that works incredibly well."

Built to scale

A long-time Sun Microsystems customer, Chavez was sure he would use NetDynamics or Netscape Application Server (now both part of iPlanet Commerce Solutions) to develop the Internet Phone Booth. However, both were inadequate, lacking the built-in support for Java technology available in IBM Network Dispatcher. Ursus also evaluated Microsoft products, but the Ursus team was concerned that Microsoft® Windows NT® lacked the needed scalability.

After evaluating IBM, the Ursus team unanimously decided on IBM e-business technology. It provided the reliability, robustness and high availability needed for the virtual phone to be a success. Developed with Java technology, theStream.com, including the Internet Phone Booth segment, runs on an IBM RS/6000 server, with IBM High Availability Cluster Multiprocessing (HACMP) software managing system availability. Network Dispatcher monitors the servers, providing redundancy and load balancing. "Network Dispatcher is truly an enterprise-class application that ensures the efficient and reliable provisioning of our product to our Internet customers. This will be a vital component as we continue to grow," says Brandon Bates, chief developer at Ursus.

Portal eases communication

Although the virtual phone might be the most obvious draw at theStream.com, the site was developed as a portal for realtime, online communication services. Among the offerings in development are an Internet fax machine, Web-based conferencing and unified messaging that enables users to read their voicemails and hear their e-mails.

As it develops its portal, Ursus is making moves to become an application service provider (ASP). And to further extend its market reach, Ursus is partnering with portal companies interested in offering the Internet Phone Booth on their sites for a 15 percent commission from calls. Ursus also plans to continue building its alliance with IBM. Says Chavez, "Providing solid products and excellent support, IBM has treated this as a true partnership, helping us grow in the markets where we want to be. And the Application Framework for e-business has provided us a sound roadmap to guide the creation of our vision."

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