KRUSH COMMUNICATIONS

Case Study

DIGITALK's Consumer Platform enables KRUSH Communications to grow its PINless Homies brand

Florida-based KRUSH Communications is a market leader in PINless phone cards, selling international and top-up cards all over the US. Its popular and collectible 'Homies' phone cards, featuring exclusive artwork by David Gonzalez, are primarily targeted at the Mexican market.

The hosted service used by KRUSH Communications was limiting its ability to grow and to protect its strong Homies brand. To address this problem, DIGITALK's Consumer Platform was chosen to support all of KRUSH Communications' prepaid services and operations.

> Working with DIGITALK allowed us to save **$60,000** per month in rental costs alone.
>
> Brian Rudolph, CFO/COO, KRUSH Communications

New platform required to support brand success and drive savings

KRUSH Communications had been running its business on a hosted service for 10 years. Whilst the Homies brand was strong and profitable, if it wanted to grow and take control of its success, it had to move onto its own platform.

"As we were growing we realised we could not grow any further on a hosted platform," explained Brian Rudolph, CFO/COO at KRUSH Communications'. "We were constrained with the limitations of the platform and the development they were willing to put in."

Other factors were the high termination rates and the cost of buying time from carriers. KRUSH Communications knew it could slash these costs by running on its own platform.

"Based on the growing amount of minutes we were terminating, it was vital to move onto our own platform that would save significant amounts of money and give us control over our business," said Rudolph.

After moving onto DIGITALK's Consumer Platform, KRUSH Communications was able to save $60,000 per month through closer cost control.

Migration to the DIGITALK Consumer Platform

DIGITALK was a name already strong in KRUSH Communications' minds. It had been in the market 15 years, and Brian Rudolph's team was confident DIGITALK could deliver a seamless migration.

"We decided to partner with DIGITALK because we were aware of their prestigious name in the industry. We looked at a few platforms and DIGITALK clearly stood out as the best," said Rudolph.

Another reason for choosing DIGITALK was flexibility. Other vendors had service restrictions, such as their capacity to scale PINless registrations. These posed barriers to KRUSH Communications' plans for growth. With DIGITALK, there were no limitations.

Company name
• KRUSH Communications

Type of business
• Leader in PINless phone cards

Location
• Florida, USA

Challenge
• Protect brand and expand customer base

Solution
• DIGITALK Consumer Platform

Brian Rudolph, COO, KRUSH Communications

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Gaining control of its brand was top of KRUSH Communications' priorities. So DIGITALK provided consultation to KRUSH Communications to integrate its own PINless Retail Portal. KRUSH can now take full control of the introduction of new services and can manage any changes needed, such as customising the presentation to match retailers' own brands.

KRUSH also wanted more control of long distance carrier agreements and routing plans, so DIGITALK's Session Border Controller (SBC) VoIP Peering platform was also deployed to provide the benefits of automated routing management. This has enabled KRUSH Communications to expand its range of carrier agreements while closely managing costs; a major benefit in an industry where margins can be razor thin.

Increasing capacity and revenues

DIGITALK's experience in managing system changes ensured the migration of KRUSH Communications' large customer base went without a hitch.

"Our customers didn't even know anything had changed. We didn't have to retrain consumers or retailers and the traffic switched to DIGITALK seamlessly without any problems," said Rudolph.

The improved service quality had an impact from day one. With scalability no longer an issue, KRUSH Communications traffic rocketed by 58 per cent. The cost savings were also huge. Moving from renting to owning the solution helped KRUSH to save costs of $60,000 per month. As a result, KRUSH has been able to grow to become one of the key prepaid service providers in the US and one of the leading brands in the sector.

Control over its own platform also ensured KRUSH Communications could protect its Homies brand and introduce innovative new service capabilities. KRUSH has recently gained US patent approval for real-time balance replemenishment and event-driven access number distribution via SMS. This process eliminates the need to print, store and distribute cards or other printed material containing access numbers, expanding the ability to build distribution into new markets and through new channels.

Commenting on the project, Rudolph said, "DIGITALK has been a great partner. It has helped us a lot in our migration to the new platform, which has allowed us to become more competitive. There are a lot more features we're able to do, such as hot dialling. We now have greater control of our business and our brand, and can deliver a high quality of service to our customers."

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> We can now protect and grow our Homies brand. Our customers and retailers didn't even know the migration had taken place it was so smooth.
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> Brian Rudolph, CFO/COO,
> KRUSH Communications
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