

# NetCraft Australia Features Cisco 1760 Routers in Voice over IP Solution Portfolio

**“The Cisco 1760 really complements the existing range of products we can offer. It gives us great port density in having four slots that can support WAN and voice cards, and it’s very well priced. Its flexibility compared to its cost make it an excellent solution for our customers with small offices.”**

**—Nick Stock, Systems Engineer, NetCraft Australia**

## Introduction

Internetworking specialist NetCraft Australia is featuring the Cisco 1760 Modular Access Router as part of its voice over IP networking solution. The Cisco 1760 provides a powerful combination of flexibility, scalability, and capacity in an affordable package that’s ideal for NetCraft customers who need cost-saving voice applications.

## Background

Established in 1991, NetCraft Australia offers a variety of internetworking services to customers of all sizes, including Linux support, Web hosting, engineering support, and e-commerce database development. Since becoming a Cisco Premier Partner in 2001, NetCraft has expanded its services to include design and installation of network infrastructures for ISPs and other large organizations. NetCraft also offers ISP billing and management packages that are an excellent complement to its Cisco infrastructure offerings.

## The Challenge

NetCraft supports several ISP customers in regional Australia, many of which have multiple branch offices across the country.

These decentralized organizations depend on constant phone and network communication to keep their businesses running smoothly. To minimize the cost of telecommunications between branch offices, these organizations are evaluating new technologies and applications to get the most value out of their high-bandwidth networks. Voice over IP (VoIP) is a logical solution to trim voice costs.

“ISPs have already cost-justified a significant amount of bandwidth as a requirement of their core business,” explains

Stock, Systems Engineer at NetCraft. “So putting voice across the network makes solid sense.”

To deliver a VoIP solution to its ISP customers, NetCraft needed to offer them a platform that was both flexible and affordable. The product would need to support immediate voice applications, while providing the scalability to support growth in voice requirements.

## The Solution

NetCraft determined that the Cisco 1760 Modular Access Router, which is designed specifically for multiservice applications, would provide the best combination of



features and performance for its customers with branch and remote offices. The company selected the pre-configured Cisco 1760-V router, which includes everything a small office needs to immediately provide integrated voice and data services. It includes built-in support for two voice channels, plenty of on-board memory, and integrated software support for VoIP. With four voice slots, Cisco 1760 routers offer the capacity and scalability needed for growing businesses.

“We went with the Cisco 1760 because it offered four voice slots—perfect for a small office,” explains Stock. “We could drop one of these units in at each of a customer’s sites, equipped with two FXS voice interface cards and two FXO voice interface cards. This configuration provides four voice lines in and four voice lines out. Customers simply pick up the phone and place a call. The Cisco router examines the dialed number and sends local calls to our local telco and long-distance calls out over the customer’s WAN.”

NetCraft quickly made a deal to provide its Cisco 1760 VoIP solution to Spencer Gulf Telecasters, Ltd., which runs a television station called the Central Television Network, as well as the Central Online ISP. With six remote offices throughout South Australia, Spencer Gulf Telecasters found that the potential return on investment from using VoIP for long-distance calls was compelling.

“We evaluated their phone bills at every site and worked out the percentage of local calls compared to long-distance calls,” explains Stock. “We determined that we could save them \$60,000 Australian per year in long-distance charges. The entire setup from beginning to end would pay for itself in a little over a year.”

Spencer Gulf Telecasters already had a high-capacity WAN in place for their television broadcasts, so adding VoIP was a natural next step.

“They already had Cisco 2600 routers at every site, which were being used for their local Internet access,” says Stock. “The expense for rolling out this network was one E1 card at every site, plus the Cisco 1760-V equipped with voice cards. It ended up being a very cost-effective solution.”

Spencer Gulf Telecasters found the Cisco 1760 router’s 19-inch rack-mount form factor was a perfect fit. A high-tech company, Spencer Gulf Telecasters emphasizes quality control, carefully mounting equipment and looping cables, so the ability to install the Cisco routers in the existing racks was attractive to them.

## Results

NetCraft began installing its Cisco 1760 VoIP solution at Spencer Gulf Telecasters’ offices in January 2002. Most of its offices will start with only two VoIP lines, but, as the company grows its business to offer digital television and other services, the sites will require additional voice channels. With the scalable Cisco 1760-V, accommodating the customer’s needs is as easy as plugging in a new expansion module.

NetCraft is looking forward to expanding its customer base using the Cisco VoIP solution.

“We’re going to look at targeting other customers who already have an existing WAN infrastructure and want to leverage it for voice,” says Stock. “The Cisco 1760-V really complements the existing range of products we can offer. It gives us great port density in having four slots that can support WAN and voice cards, and it’s very well priced. Its flexibility compared to its cost make it an excellent solution for our customers with small and remote offices.”

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