

FACE TO FACE WITH  
OUR COMPETITORS

# The sad reality of Telecom Operators and why you should avoid them

An opinion from Väino Reintamm, CEO and Estonian Partner

Väino Reintamm with Lisa Sonnenberg, Marketing Manager Nordics

The world has become more mobile than ever before: businesses having offices in different locations, employees who travel on a weekly basis or those who work remotely and need to stay connected with their colleagues around the world. For many companies that means having good communication tools that allow their employees to work in any location without problems.

**Väino Reintamm** is the *CEO of Esecom International*, a *Wildix Partner* from *Estonia* for the past 3 years. He has over 20 years of experience in the telecommunications industry and has worked with different brands, such as Ericsson, Mitel, Aastra and many more.

During his career, he has seen the transformation of the telecommunication industry and witnessed the change in customer needs from having simple office desk phones into having high mobility and the opportunity to use communication tools at any time and anywhere.

In other countries, the influence of the telecom operators might not be as big on the business, as it is in the Nordic and Baltic countries. Historically in these countries have been monopolistic State-owned incumbent telecom operators, which have transformed into International public companies with significant market power nowadays.

Additionally, on the Estonian market, almost 50% of IT and telecom solutions revenue is coming from Governmental institutions and State-owned companies, which means that Esecom has to deal more often with public tenders and compete with the big telecom operators.

For this reason, this time we asked Väino to tell us what are the main differences, in his opinion, between telecom operators and companies, such as Wildix.



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### **Custom vs standard solutions**

“Telecom operators offer standard solutions for all their customers, regardless of the industry where they operate. When implementing such communication solutions in your company, you will not gain any competitive business advantage compared to your competitors. Wildix allows us to offer our customers custom made solutions that also take into consideration their business needs and helps to bring additional value. Esecom has often participated in public tenders and we have seen that those who offer tailored solutions for the customers, are usually similar businesses to us.”



### **Flexibility for international businesses**

“In today’s business world, many companies seek tools that offer flexibility in terms of use and also pricing. Telecom operators have fixed PBXs and due to that, if their customer has an international business, it is almost impossible to offer service that would be accessible and work equally well in different countries.

A company, such as Wildix, that has the Amazon cloud solution in numerous European countries, can

guarantee that their customer can have a service that works in any location. In addition to that, customers can choose, either they want their PBX on-premises or in a cloud, which offers flexibility, plus assures that your system will work regardless of the location. The only requirement, of course, is that you have an internet connection.

In addition to that, thanks to the browser-based PBX, Wildix allows using all its solutions regardless of the operator. As an employee, this means that I can use any mobile phone and I do not need to make a special investment for being aligned with the company’s internal communication tool. For customers, this offers freedom and flexibility.”

### **Flexibility to change your service provider**

“Often companies when they sign a contract with the telecom operator, they also have to sign the terms and conditions agreement that comes on several pages and in very small letters - a part that nobody really likes to pay attention to. Once the time comes when you would like to change the operator, you realize that you have signed a contract that allows you to change the service provider, but won’t allow you to keep your phone numbers. This usually results in staying with one operator, because no business would like to lose the telephone number that their customers are used to use for contacting them.

Wildix solution is autonomous per customer. Each customer can optimize the unified communication solution by their own needs. It means that they can choose their own integrations, ways to use features and implement the functionality. Wildix does not have ambitions to be a full-service provider, its customers have the freedom to choose Telecom operator for their business phone number and by necessity change easily the service provider. Wildix also gives the possibility to choose the platform for communication solution - physical hardware, virtual environment or cloud, ensuring the same user interface for all of these.”

### **Freedom to choose your hardware**

"Sometimes we have customers who would like to use "exotic" phones and with Wildix we can offer them this option. What I like about Wildix, is that Partners help customers to choose the best hardware for their needs and they also provide support. This gives customers the freedom to choose the phones they would like to use for their business.

Telecom operators accept only the use of phones that they have certified. Otherwise, when using the uncertified product, it is the customer's responsibility, meaning that if there are any issues or malfunctioning, you are on your own.

(For telecom operators, the profit comes from the standard solutions, anything that requires extra work is an expense)."

### **The Wildix community**

"One of the things that I really like about Wildix is the community and very open communication between different stakeholders. It is nice to see how Wildix, with all the Partners around the world, advise and support each other in a very open way; this a unique feature that no telecom operator or any other competitor has."

