



Distributed Sales Organization (International)

Company Description

This project focuses on a business opportunity company that offers entrepreneurs the ability to build an international Web-based business of their own. Through the company's Business Compensation Plan, individuals are rewarded for product sales resulting from their business-building efforts.

Application

Kate International™ Mobile Application and Unified Communications services

Key Business Challenge

In recent years, this client's international growth — especially in Asia — has exploded. This is especially true in India, China and South Korea, where there are now more IBOs than in North America. The Parus CommuniKate™ unified communication service evolved to cater predominately to the needs of IBOs based in the United States. Now IBOs around the globe are in need of the powerful collaboration tools offered by CommuniKate, such as a single point of contact for and aids to basic business building training, and motivation tools central to the client's business model.

The challenges facing implementation of a unified communications system for this international organization has been exacerbated due to differences in business rules across international borders and currency conversion. But the biggest challenge has been a lack of broadband network and PC penetration

in rural China and India. For instance, penetration of PCs is currently estimated to be less than 30% of the total population in India, and the vast majority of Indian IBOs do not have access to any PC internet connectivity. This situation poses a real challenge to traditional DSO business practices, which rely so much on community collaboration.

Parus Solution

CommuniKate International™ leverages the reliable wireless network and rapidly growing number of wireless handheld devices in Asia, especially in India, China and South Korea. This solution, based on voice over internet protocol (VoIP) and softphone technologies, allows global community collaboration through voice messaging, conferencing and direct connect calling. It allows full use of the telephone-based functionality of the traditional U.S.-based CommuniKate™ service, but without the need for a computer.

Reason for Choosing Parus

Parus was selected in part due to the track record it has established with the client as a trusted and reliable technology partner for several years. From a technology perspective, the company selected Parus for its ability to provide a multi-modal communication solution to their North American field force and the ability to scale internationally. The client values the flexibility of the Parus Integrated Services Creation Platform, as it allows Parus the ability to customize and tailor the overall solution to meet their specific challenges over time.