

Truly Wireless Uses Bandwidth's Network and Communications APIs to Turn Smartphones into Reliable Business Phones.

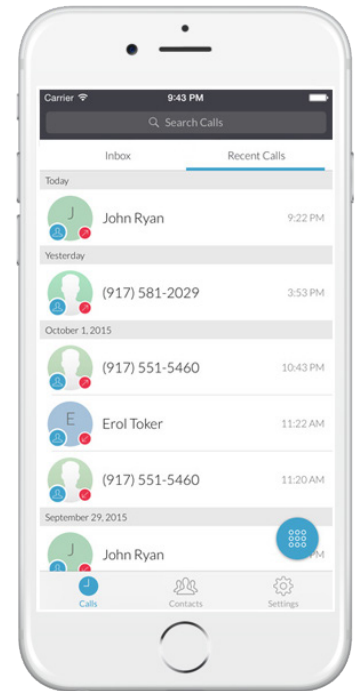
Fast-growing enterprise phone system app switched to Bandwidth for higher quality voice and messaging connectivity.

Truly Wireless is the first business voice platform built for the 3G/4G wireless network, transforming any smartphone with a cellular connection into an enterprise-ready business communications device. Enterprises using its technology benefit from business voice features, carrier-grade service and enhanced mobility while reducing on-premise hardware costs by as much as 100 times. Installation is simple, as users download an app onto any iOS or Android device, sign in with their business account and benefit from enhanced native calling capabilities.

Situation: Network Quality Not Up to Par

With a growing user base and fresh round of funding in late 2014, Truly Wireless determined that its then-current communications API provider lacked the network quality and reliability needed to serve its customer base.

For an enterprise-grade phone system to obtain new users, it must deliver a nearly flawless degree of call reliability and quality. But during its testing process with a prospective customer, Truly found that it was not able to obtain a high percentage of connected calls with major wireless carriers using its legacy providers.



“Delivering the highest quality, enterprise-grade phone service on the market is our top priority. Bandwidth’s network, plus their hands on support, help us guarantee that our customers’ calls and texts go through, every time.”

EROL TOKER
CEO AND FOUNDER
TRULY WIRELESS

Action: Partner with Bandwidth for Better Service Delivery

The Truly Wireless team sought a communications platform provider that could deliver a higher level of consistency—and arrived at Bandwidth. Truly quickly integrated Bandwidth’s network and platforms and was on its way to creating a higher quality calling and texting experience for its business users.

The Truly Wireless team was impressed with Bandwidth’s direct-to-carrier APIs, allowing access to seamless voice and messaging without any third party resellers.

Results: Superior Quality, Improved Message Delivery & More Satisfied Customers

Bandwidth’s network equipped the Truly Wireless team with voice and texting technology it could trust, improving its delivery rate to close to 100 percent. The design of the enterprise-grade platform resulted in a higher quality call experience for its customers, delivered in a cost-effective fashion that helps the company continue to improve its market position.

“As an enterprise product, our customers rank call quality and reliability as their most important criteria for choosing their voice provider; it’s not something they’re willing to sacrifice at any cost,” said Erol Toker, CEO and Founder, Truly Wireless. “To provide that level of service, you can’t build on top of providers who monetize cheap routes. You need to get as close to bare metal as you can. Bandwidth is uniquely positioned to offer this level of access because of its incredible network. This made them the perfect partner.”

ABOUT BANDWIDTH

Bandwidth helps companies of all sizes to create innovative communications solutions. Offering voice and text for on-demand service apps, a seamless multi-screen experience for large enterprises, and a category disrupting WiFi-first mobile phone service, Bandwidth’s solutions are shaping the future of how we connect. At the core of Bandwidth’s offering is a platform that allows companies to launch and scale next generation applications using the nation’s largest VoIP network, without the telecom headaches. This communications platform as a service (CPaaS) includes a wide range of solutions anchored around phone number provisioning, voice calling, messaging and emergency services, all built on Bandwidth’s carrier-grade network.