Global Crossing's Cloud Based Audio Conferencing

Written by Bob Snyder

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Global Crossing launches Communications-as-a-Service (CaaS), the first phase of its network-centric, cloud-based solution set. CaaS provides a **"pay-as-you-grow"** set of capabilities that simplify
a business's audio conferencing experience
from multiple services to a single-service, cloud-based model.

CaaS creates a network-centric platform that combines the company's Global Crossing IP Virtual Private Network (IP VPN), SIP Trunking, and Global Crossing Ready Access hosted audio conferencing services to provide a tailor-made collaboration experience.

These combined capabilities support the functionality of Global Crossing Connect Mobile, which uses a standard application programming interface (API) to give end users the ability to join or host an audio conference from popular mobile devices by clicking on an icon. This mobile application also syncs meetings with users' calendars.

Another element of CaaS is that Global Crossing offers this service in **a shared-seat billing model via a monthly fee**
. This provides customers more simple and predictable billing versus per-minute pricing. For the monthly shared-seat fee, users receive access to unlimited global audio conferencing minutes. Shared-seat billing also lowers communications costs, increases overall communications efficiency and reduces the need to travel, resulting in smaller corporate carbon footprints.

Global Crossing says it will develop additional cloud solutions that will include virtual compute, storage and infrastructure capabilities, as well as a security offer that provides dynamic firewall, intrusion detection and email filtering. Future additions to the family of solutions will include a hosted application development environment and hosted software applications to support

strategic opportunities.

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