



## FIKO

FIKO ([www.fiko.no](http://www.fiko.no)) is a Kristiansand, Norway based Application Service Provider, growing fast in the Nordic region, while providing companies with hosted contact centre services, within a portfolio of ASP solutions. It has recently adopted the Altitude uCI suite with the Altitude vBox to deliver reliable, cost-effective, fully functional call centre services.

FIKO prospect Norwegian Contact Centre Outsourcer MAXMarketing needed to establish 70 agents in distributed locations around Norway. As MAX Marketing was in a startup phase, obtaining the capital investment to establish a conventional IP telephony infrastructure was a big problem to their business plan.

Enter Altitude Software with FIKO. FIKO already supported several Altitude diallers in Norway, and offered telephony services based on the open source Linux-based Asterisk IP PBX. Altitude Software was launching the release 2.1 of its Altitude vBox (an IP telephony platform based on Asterisk but customized by altitude for contact center deployment), which made a perfect match of needs.

In addition, knowing the business model of outsourcers, Altitude Software offered its 'Pay as a Service' pricing model (subscription-based) for its customer interaction management software suite.

### **FIKO and Altitude Software deliver MAX Marketing a fully functional, low-investment communications and contact center platform.**

This meant that FIKO could offer MAX Marketing a low-investment platform that would match system and infrastructure costs to MAX Marketing's revenue stream. MAX Marketing saw this as a marriage made in heaven and contracted with FIKO to provide Altitude dialler functionality to its agents.

Finn Kollstad (Manager at FIKO) said the comparative cost for Altitude vBox compared to a conventional IP PBX was minimal. "All we had to buy was the servers and off-the-shelf telephony boards. The agents used softphones on their PCs so we could offer MAX Marketing a really competitive deal. We obtained the contract to host MAX Marketing's call centre infrastructure, and delivered the first batch of 40 functioning agent positions within two weeks."

“FIKO is now highly effective as a contact centre services company. We can use the Altitude vBox platform as a way of offering our existing Altitude customers reduced infrastructure costs, which improves their bottom line. We also have a proven platform which we are using to offer other companies hosted contact centre services”

*Finn Kollstad  
General Manager, FIKO*

#### Client Data

- Fiko
- A Kristiansand, Norway based application service provider
- Growing fast in the Nordic Region
- Hosted contact center services
- Within a portfolio of ASP solutions

#### Business Benefits

- **Flexibility to chose the right operational model**  
On demand; remote/home agents; On premise...
- **Incremental experience system**  
Try as you grow, no forklift upgrades, decentralize resources while managing centrally
- **Scalability**  
Cluster media gateways to increase capability

**MAX Marketing is now aggressively expanding its operations, being able to match costs to revenue and accurately forecast profitability and cash flow from new contracts.**

MAX Marketing is aggressively expanding its operations in the Nordic region. The model that allows them to match costs to revenue and the scalability of the Altitude vBox dialler platform means that they can accurately forecast profitability and cash flow from new contracts.

Endre Tollesfrud, CEO of MAX Marketing, said: "One of the biggest challenges to outsourcers is being able to commit capital investment to revenue based projects. This frequently limits an outsourcer's capacity to grow - even when the business is out there. The offering from FIKO and Altitude Software positions us to be able to grow rapidly and accept contracts that we would otherwise have difficulty in funding from capital investment. We are absolutely delighted with our experiences with FIKO and Altitude."

**Altitude Software's partnership with FIKO provides Nordic companies with a hosted multimedia contact center solution within scalable, enterprise-class hosted IP communications**

FIKO are also benefiting from the move to Altitude vBox technology. "This means that we can make FIKO highly effective as a contact centre services company. We can use the Altitude vBox platform as a way of offering our existing Altitude customers reduced infrastructure costs, which improves their bottom line. We also have a proven platform which we are using to offer other companies hosted contact centre services." said Finn Kollstad.

The Altitude Software partnership with FIKO provides Nordic companies with a hosted multimedia contact center solution within scalable, enterprise-class hosted IP communications, providing a reliable and cost-effective way for companies to establish and manage their contact centers with a single integrated solution from a single provider.

"Our suite has proved successful with service providers in EMEA, Latin America and Asia-Pacific, due to our feature breadth and platform independence" said Miguel Lopes, Marketing VP at Altitude Software. "Altitude uCI is a highly-flexible, tightly integrated customer interaction management suite that powers an increasing number of service-delivery models, from hosted/multi-tenancy to on-premise solutions".

### Altitude Solution's Advantages

- **"Best of Suite" System**  
Complete suite designed for contact centers; Common architecture, single development environment
- **IP Contact Center**  
Supported by the Altitude vBox IP telephony platform and a subscription-based 'Pay as a Service' pricing model for the Altitude uCI software solution suite.
- **Competitive Advantage**  
FIKO could offer MAX Marketing a low-investment platform that would match system and infrastructure costs to MAX Marketing's revenue stream.

### Solution Description

- Altitude IP Contact Center is a complete enter suite, based on SIP, which includes inbound and powerful outbound dialing lists, call classification, unified supervising, queuing and built-in business routing.
- Supported by the Altitude vBox IP telephony platform and a subscription-based 'Pay as a Service' pricing model for the Altitude uCI software suite

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