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## Singapore Showcase

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### Say hello to Hoiio

Posted date: 19 November 2009

No PINs (personal identification numbers), no prefixes, no dialling codes – a new business mobility solution from Teliwave enables businesses to save up to 80 per cent of their mobile phone bills without having to change the way they make their calls.

Hoiio Business Mobility provides a seamless interface for the call-back process, allowing the user to dial any number – local or international – directly from the contact list or call register once the Hoiio application is installed on the mobile phone. The call recipient will also be able to view the caller's number. Teliwave, which developed the product, was one of 21 companies that were awarded SPRING Singapore's Technology Enterprise Commercialisation Scheme based on the commercial potential of the product, scientific and technical strengths, cost-effectiveness and the impact it will have on the community. Teliwave's technology is protected by two patents in IP network-based unified communications systems.



Hoiio is aimed at helping businesses to reduce their mobile and international direct dialling costs.

As Teliwave's Chief Executive Officer Mr Ong Kok Choong explained, "Most businesses understand the savings they can get from using a 'call-back' system. The obstacle has always been to get the mobile employee to use the service. Many employees balk at having to enter PIN numbers or edit their contact list to add special dialling codes and prefixes."

Hoiio is aimed at helping businesses - especially those with an overseas presence and a mobile workforce - to reduce their mobile and international direct dialling (IDD) costs. With Hoiio, Teliwave estimates that companies can save up to 80 per cent on local calls, international calls and SMSes.

There are two solutions under the Hoiio Business Mobility portfolio, targeted at companies with different communication needs:

Hoiio Enterprise is an on-site solution for larger businesses. It enables companies to extend the benefits and advantages of IP-PBX to mobile phone users. It does this through a hardware mediation server which integrates with the existing IP-PBX system. This means that IP-PBX features such as free On-Net calls to regional offices and direct extension dialling can be extended to mobile phones.

The second solution, Hoiio Office, is a hosted service in which users are charged by the minute, and do not incur any up-front costs.

Hoiio also comes with a web-based system that allows users to manage mobile accounts, monitor usage, view call logs, export usage report in a format that can be easily imported into the organisation's accounting system.

Hoiio has recently come out tops in the Straits Times Digital Life Choice award, in comparison of applications on mobile phones that enable users to slash local and overseas calls.

Tags: [mobility](#), [teliwave](#), [hoiio](#), [technology enterprise commercialisation scheme](#), [tecs](#)

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