

WHY VOCPHONE · NETWORK + PLATFORM

Why VOCPhone: There Is Nobody Else to Blame

Most Australian business phone providers resell somebody else's platform, running over somebody else's network, hosted in somebody else's data centre. On a good day you cannot tell.

Every provider has an escalation ceiling. Most businesses discover theirs during an outage. The Australian market is layered: a wholesale platform vendor, a network operator, a data centre, and a reseller with a logo and a support desk. The reseller can answer the phone, apologise, and lodge a ticket, and then they are waiting alongside you, with no more information than you have. That ceiling is invisible in a sales process and decisive in an incident. VOCPhone sits differently because it **owns and operates its own network rather than reselling one, has been doing it for **15+ years**, hosts in Australia, staffs support with **Australian humans around the clock**, and runs at **99.99% network uptime**.**

■ The short version

Where the ceiling sits	What they can do below it	What happens above it
Reseller of a wholesale platform	Account changes, call flows, user setup, billing, explaining features	Raise a ticket with the platform vendor. Then wait. No visibility, no priority, no ability to escalate beyond a queue position
Reseller with its own support engineering	The above, plus real diagnosis of configuration and endpoint faults	Better diagnosis, same wall. They can tell you accurately what is wrong and still cannot fix it
Operator of its own network and platform	Everything above, plus routing, capacity, interconnects, platform behaviour, incident response	✓ Only genuinely external causes, an access network fault, an upstream carrier, a customer-site issue

■ Also worth knowing

Hour	With a reseller	With the operator
0:00	You ring. They are helpful. They ask you to reboot the router and collect examples.	You ring. They ask for two example call times and pull the call detail records while you are on the line.
0:30	You have three examples. They lodge a ticket with the platform vendor.	They can see the calls failing at a specific point in the path and confirm it is not your equipment.
2:00	Ticket acknowledged. No detail. You are asked whether anything changed on your network.	Cause identified. You are told what it is in plain language and given an expected resolution time.
Next day	Vendor asks for a packet capture. Nobody at your provider can take one.	Fixed. A short written explanation of cause and remedy follows.
Day 4	Resolved, cause described vaguely as “an upstream issue”. You never find out what happened.	.

Where the real cost sits

Not in the fault. In the **four days of somebody in your business acting as an unpaid project manager** between companies that have no contract with each other, chasing, re-explaining, collecting evidence for a party they cannot speak to. That time never appears on an invoice, which is exactly why it never appears in a comparison.

■ Questions the full guide answers

- ☐ What is the difference between a phone system reseller and a network operator?
- ☐ What is an escalation ceiling and why does it matter?
- ☐ How does owning the network change fault diagnosis?
- ☐ Does any provider control the whole path from caller to callee?
- ☐ What does 99.99% uptime actually mean for a business phone system?
- ☐ What should I ask a phone provider before signing?
- ☐ Is buying from a reseller ever the right decision?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit vocphone.com/about/contact-us.