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Net providers expand

TWO of South Australia's most innovative internet service providers – Adam Internet and Internode – have each announced expansion plans. Adam will offer internet telephony while Internode is widening availability of high-speed broadband. – **PAGE 33**

Adam Internet raises its voice

RUSSELL EMMERSON

ADAM Internet has entered the internet telephony market in partnership with wholesaler ISPhone Australasia.

Adam took on the technically demanding area to become a complete service provider, managing director Scott Hicks said.

"That is why we have taken a while to get AdamTalk to market," he said. "It is a big change to our billing systems and to ensure the quality and con-

tinuity of service. Internet and voice are two different things and ensuring quality of service is crucial."

Adam selected ISPhone as the primary provider of national and international calls because "it is a like-minded, future-focused technology company", Mr Hicks said.

ISPhone managing director Gavin McDougal said the partnership showed commitment to SA by both companies. Back-up services will be offered by AT&T and Primus.

Adam is aiming to convert 5000 VoIP users from its existing customer base, comprising 35 per cent of the South Australian market, Mr Hicks said.

"We are looking for a huge proportion of our customer base, 5000 over the next six months," he said. "Hopefully that is achievable. We have put the backing, we have got the services and our billing system can handle that."

PAGE 56: Cast Net to be competitive