



How Flowroute Enables CrossPath to Deliver Customized, Efficient, and Resilient VoIP Phone Service

About CrossPath

CrossPath Telecom Network specializes in custom-designed VoIP telecom solutions for businesses of all sizes, providing ultra-reliable VoIP phone service, enhanced SMS texting services, electronic faxing, and executive VoIP phone systems. Each CrossPath VoIP phone system is tailored to fit each customer's unique business needs. Their a-la-carte features and endless configuration options offer complete flexibility over their custom-built IP phone system.

Initial goal: Develop a VoIP platform under the CrossPath brand

CrossPath was founded in 2013 as a division of NetGreene Solutions, an IT engineering and IT managed services provider based in Clarksville, Tennessee. From the very start, Scott Greene, president and CEO, didn't want to be a reseller but was looking to develop their own platform to maintain the customer relationship themselves and take care of everything from the transport back. The fact that CrossPath's VoIP telephone is not resold but fully supported and managed in-house from their headquarters in Clarksville is an important value proposition that the company explicitly promotes. They did, however need a transport partner.

Overview

- **Partner:** CrossPath Telecom Network
- **Scope:** Custom, seamless and uninterrupted VoIP phone services to customers across 15 states and 4 countries
- **Solution:**
 - Flowroute platform
 - APIs
 - HyperNetwork™

Selection: An interface that puts CrossPath in control

Using one of the big carriers would have been very expensive and CrossPath wouldn't receive a lot of attention from them. Greene researched alternatives and found Flowroute. What stood out about the Flowroute solution was the interface. "We could be in full control of our services," said Greene. "Everything I needed was available at my fingertips and I can make changes quickly."



Evolution: APIs and ecosystem for growth

The interface was what brought CrossPath to Flowroute, but it was the APIs that enabled the company to expand and mature their offering. "The APIs enabled us to take a lot of internal technology and integrate it with Flowroute, which was very useful," said Greene. "For example, where customers used to have to call us to set the CNAM for their numbers, they can now do it themselves in our portal. We also used the API to enable customers to build their own E911 profiles in the system which propagates out to Flowroute." Integration into the Flowroute platform continues to be ongoing. The most recent enhancements are to enable port orders to be automatically submitted through the API.

The Flowroute ecosystem is another valuable resource. CrossPath is revamping their billing because the previous system had a lot of blind spots that resulted in lost revenue. They didn't want to build a billing system internally so they evaluated a number of solutions. While there were cheaper options on the market, they ultimately selected Flowroute's partner Rev.io. "The strong integration with Flowroute as well as the number of features they offer made the decision to go with Rev.io very easy for us," said Greene. Thanks to that deep integration, getting CDR information into the billing system, identifying and collecting on international calling, and texting became significantly cleaner and easier for CrossPath.

Longevity: Unparalleled support and resilience

One thing has remained consistent throughout the decade-plus that CrossPath has been working with Flowroute: the assurance that Flowroute has their back. This manifests in two ways.

First is the resilience of the solution itself. Flowroute offers all of the reliability and redundancy you would expect of any provider, but only Flowroute offers HyperNetwork™, an exclusive, patented failover solution that provides upstream carrier redundancy for inbound DID numbers. "HyperNetwork has saved us a few times over the years, most notably during the high-profile Christmas Day, 2020, bombing in Nashville," said Greene. "The explosion happened right by an AT&T network facility, creating a communications outage that disrupted calling in Tennessee for two weeks. Thanks to HyperNetwork, the county that we serve was up and running again within two hours. It was the only E911 service that was operational in the state, so we ended up routing all 911 traffic across our network throughout the outage."

Second is the level of care and support that goes way beyond simply fixing tickets as they come in. For example, there was an incident where a customer's environment got hacked, enabling the attacker to access the phone system and rack up a lot of charges for international calls. The Flowroute team noticed the unusual activity, proactively stopped it, and alerted CrossPath. There was another instance when STIR/SHAKEN requirements were coming into force. The Flowroute account manager knew that CrossPath hadn't attended any of the training calls about it—the emails had been going to Greene's junk folder—so he called to check in and ensure CrossPath was aware of needed changes and would be able to address them. "If our account manager hadn't called me, we wouldn't have known about it, and it could have eventually shut us down in the worst-case scenario," recalled Greene. "The above-and-beyond level of service we consistently receive from Flowroute is outstanding."

