



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**LOCATION:**  
*Pensacola, FL, US*

**ORGANIZATION:**  
Super Technologies, Inc.

**YEAR:**  
*2011*

**ORGANIZATION URL:**  
<http://www.virtualphoneline.com>

**STATUS:**  
*Laureate*

**PROJECT NAME:**  
Virtual Phone Line

**CATEGORY:**  
*Economic Opportunity*

### PROJECT OVERVIEW

Imagine a world with fences on every side from the moment you are born until the moment you pass from Earth. During this life, you and your village spend every Saturday night watching what is going on outside that fence on a black box called a TV, but that TV is plugged into the online community, a global village. You are an entrepreneur with ideas that can improve not only your world but other people's worlds. Anil Gupta, founder of the India-based Honeybee Networks, tells his Ivy League-type university students, "Go into the villages and find the crazy people. They have what the world needs in the ideas of their minds and in the objects their hands create." What can help those in remote and emerging areas to take that next step to truly connect with the outside world to share their innovations and benefit from the same? A virtual phone line. A virtual phone line in the hands of a "common man" (who is often much less common-minded than people believe) in remote areas makes him local to those who are very important people (loved ones who have left the confines, potential customers and business partners, and new friends). We will call the common man Amit. Amit notices on TV how women in the West like to wear sparkly clothes, how businesses in the West could benefit from some of the technologies of prototypes that his local villagers invent and use in every day life. But ... how to connect? He gathers funds from others who want to be a part of his Virtual Phone Line venture. Amit buys a Virtual Phone Line in UK, USA, and Singapore, totalling \$7 USD per month. He sets the Virtual Phone Lines to ring to the Internet TV on something like Skype. Now, people in UK, USA and Singapore are very likely to call this phone number for business development. Amit then gets a Facebook account and adds friends from the same countries. He takes pictures of the inventions and the beautiful clothes for women created by his village of innovators. He starts selling the items and is constant communication via the Virtual Phone Line and the social network.

### Societal Benefits

In a traditional world, people in remote areas are fenced in by lack of



communication with developed areas. A virtual phone line makes those remote innovators and entrepreneurs local to developed areas and gives opportunity to improve lives of people around the world like nothing else with a few dollars.

### **Project Benefit Example**

Some examples include a very gifted South African writer and singer who is selling his poetry, songs, and advice online through social networking sites. People stay in touch with him via his local Virtual Phone Lines in Europe and USA. Another example is a woman in Kenya who connects mental health organizations via Virtual Phone Lines. Her inspiration was a loved one who died from suicide after severe bouts of depression. A virtual phone line makes it where people who can dial a local phone number, whether that is by cell phone, landline, Skype, Vopium, fring, or netTalk or other instant messenger or mobile voip application that allows calls to TDM (traditional lines) ... can actually reach a location that is on Internet protocol anywhere or to another phone line. The person who is dialed TO, usually owns the Virtual Phone Line that was called. The possibilities are limitless.

### **Is this project an innovation, best practice...? Yes**

We cover some of the most interesting stories that have anything to do with Virtual Phone Lines empowering the once unfortunate persons in the world and to do with any kind of collaborations between developed areas and emerging areas that improve lives for both on our online magazine Techistan and our video production team Muntwo. The project has won awards from Internet Telephony Excellence, Internet World Best of Show Client Device, and VON Pulvermedia Innovation between 2000 and 2010. It was invented by Pakistan entrepreneur Rehan Allahwala. It is the basis of HealthManagementSystem SMS feature that won a Mobile Monday Peer Award in 2010 and 1000s of other new businesses around the world, all based on just a Virtual Phone Line that can be routed over SIP, Asterisk IAX or other open source protocol, H323, or many instant messengers and social networking sites such as Facebook, Skype, and Gtalk. The company who runs Virtual Phone Line, Super Technologies, Inc. is headquartered in Pensacola, FL, USA but has offices with excellent research and development, customer service and innovation collaboration in Karachi, Pakistan, Kuala Lumpur, Malaysia, and Sharjah, United Arab Emirates, making it a truly unique company. East and West make a successful team!