

How Convera uses ULAP to gain access to Malta

COMPANY PROFILE

Convera, formerly Western Union Business Solutions (WUBS), is a B2B global payments company with 2,500 employees worldwide. It was formed in 2022 after two private equity firms acquired WUBS for \$910 million and was subsequently rebranded as Convera.

The company offers a range of cross border payment solutions, from simple currency exchange to sophisticated risk management strategies, and API integration.

Here are some of the services that Convera offers:

- ✓ **Cross-border Payments.** Convera allows businesses to send and receive payments in over 140 currencies.
- ✓ **Currency Exchange.** Convera offers businesses competitive exchange rates on currency conversions
- ✓ **Payment Processing.** Convera provides businesses with various payment processing solutions including credit card process

Convera's goal is to make moving money easy for any company.

We have to work with carriers in Malta. That restricted our use of Zoom. We couldn't use it.

Thanks to ULAP's SBCaaS, I'm making calls like we usually do through Zoom Native Phone.

Patrick Riley, Voice Architect, CX Leader
managing Client Communications at Convera



Convera uses ULAP to:

- Connect to the carrier Go in Malta
- Offer a mobile carrier connection in EMEA (Europe, Middle East, and Africa)
- Enable quick porting within APAC

THE CHALLENGE

Launching telecom services abroad requires navigating each country's unique policy and regulatory framework. Convera's technical challenge was to migrate all voice services from Western Union to the Convera platform worldwide in the 22 countries where it operates. When the company wanted to set up access in Malta, the government of Malta restricted which carriers Convera could use. Go is Convera's carrier in Malta.

Previously, the Malta location used a SIP trunk connected to Avaya, but Convera was shifting its operations to the cloud and had adopted Zoom as a worldwide cloud solution.

Convera uses Zoom Native in many countries where it operates. And, adding even more complexity, Zoom Phone did not allow Zoom native numbers in Malta. The primary challenge was that Convera couldn't port Malta numbers because of Malta's regulations.

THE SOLUTION

Convera decided to use cloud peering by rerouting traffic from Go into ULAP's cloud-based SBC into Zoom Native Phone. ULAP made the process simple to connect to various carriers into Zoom Native Phones worldwide.

THE FINAL RESULT

Convera's technical staff can now make calls with ease from its Denver headquarters and conduct all testing out of Malta from Denver.