



Setting Up Farms, Maximizing the Yield

In 2000, we were making good money with prepaid platforms, but the price advantage of prepaid calls couldn't last forever.

Soon prices began to fall and our customers needed to cut costs by economies of scale.

As our platform was based on **farms of industrial PC servers**, it was easy for us to expand systems just by adding additional servers.

To increase traffic volume by getting more people out their selling the goods, we implemented a **multi-tier reselling module**. This allowed many different companies or resellers to set up and run their own individual products via the Internet on one large platform in the network.

These are two basic concepts that continue to contribute to the success of all our services even today.

In the third year of our company, we acquired what was to become one of our largest and most valued customers, the leading alternative carrier Tele2. As a no-nonsense company that believes in no frills and no experiments, Tele2 was and is an ideal partner for ECT. Together we have time and again made telecommunications cheaper and given customers the services they really want. When people ask us who our business mentors are, we can always answer Tele2, for us the example of how to do good business. It is not a coincidence that ECT and Tele2 have done many millions of Euros business together.

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