

Calling Card Businesses Go Worldwide by Taking Advantage of DID Technology

With the growing demand for affordable international dialing, many consumers have turned to using calling cards. Calling Cards have become necessary for individuals who wish to make international calls through an affordable and convenient medium, especially while traveling. Tourists, immigrants, business professionals, and college students alike take advantage of calling cards because it is an affordable way to call home. Calling cards are not only popular in North America and Europe. In fact, with the emersion of DID technology, calling card companies now have the opportunity to sell their cards almost anywhere in the world – without having to install equipment in each country.

By taking advantage of SIP based DID's (phone numbers that are routed to an IP address), Calling Card Operators may obtain local access numbers from many different regions throughout the globe. Using the IPsmarx SIP Based Calling Card Platform, operators benefit by not having to install costly equipment in every country where they plan to sell their calling cards. Instead, they may obtain local DID's (access numbers) in each region.

As an example, you will see that the scenario depicted in the diagram below represents an IPsmarx SIP Based Calling Card Platform located in the United States, with local DID's (access numbers) in the US, Mexico, the UK, and South Africa. A Calling Card operator with the same set up shown here would be able to advertise and sell their calling cards in the US, Mexico, the UK, and South Africa, while maintaining only one system in the US.



This solution not only allows operators to increase their market share in other regions, but it also decreases operating costs by eliminating the need for physical gateways and landlines.

To learn more about our Calling Card Platform, please [contact us](#).

Tel.:
Washington DC + 1.703.871.5273
New York + 1.212.918.4990
Toronto + 1.416.665.6999


IPSMARX Technology Inc.
Innovative VoIP Solutions