



## How to Use E-Business to Reduce Costs and Streamline Business Processes in the VoIP Industry

As technology advances at a rapid rate, everything from how we communicate to the way we do business has changed. Doing business electronically has become the new trend in business because it enables companies to link both their external and internal processing systems more effectively and efficiently. Electronic business, also known as E-business, allows companies to build relationships with clients and partners from around the world. E-Business has redefined the way companies do business because it allows them to access a greater target market to which companies can promote their products and services.

The IPsmarx Softswitch integrates Automated Invoicing, Online Recharge, and Sign-up Online to deliver a cost effective E-business solution for VoIP Service Providers and Wholesale Carriers.

The IPsmarx E-store module allows end users to log in to their account online and recharge their account at their convenience. Through this module, end-users can also sign up for automated payments, view their payment history, manage their IP address, or CDR. By automating these processes, end users will be able to access their account information when they need to, saving Carriers time and money.

The IPsmarx Invoicing module allows carriers to cut costs by no longer having to spend the time to send invoices manually. This application enables you to choose the frequency in which you wish to bill your clients and have these invoices converted to PDF, Excel, or Word documents. The IPsmarx invoicing module will also allow you to customize the template of the invoice in order to meet your company's needs.

Besides saving time and money on sign up, invoicing, and account maintenance, Carriers can also take advantage of internet marketing to increase their customer base. Now, end users can find carriers online, get all of the information on the website, sign up, and pay online, eliminating the need for a phone conversation or face to face meeting prior to sign up.

For more information about IPsmarx' E-business modules, E-store, Auto Recharge, or Invoicing Module, please contact us.

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

