

Advance VoIP

Based Calling Card Platform Solution

Who May Benefit From the AdvanceVoIP Solution?

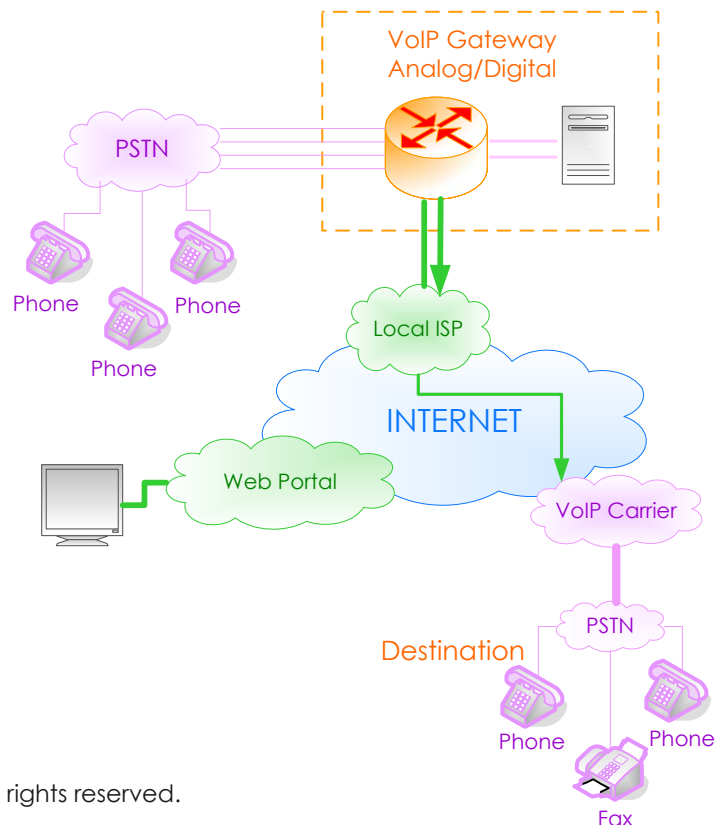
- Small ITSPs (Internet Telephony Service Providers) that are trying to develop into full size ITSPs with enhanced services.
- Existing VoIP-based Calling Card companies, who would like to enhance their offerings to that of full-featured Internet Telephony Service Providers, with both prepaid and/or post-paid business or residential accounts.
- ISPs (Internet Service Providers – by land, fixed wireless, or Satellite) or Internet Café owners who would like to introduce new telco services by adding to their existing infrastructure.

IPsmax Value Proposition

Our advanced VoIP-based solution offers all of the capabilities of a Calling Card Platform, and Prepaid and Post-paid accounts. It comes bundled with plenty of other enhanced features and options...

IPsmax's offer to service providers includes:

- A full-featured turnkey solution including a VoIP gateway, billing software (AdvanceVoIP), full remote installation, and optional maintenance services.
- Partnership with a VoIP-carrier or with IPsmax Carrier Services.
- Solution scalability starting with as few as 4, 8, or more Analog phone lines, to full-sized Digital solutions with 1, 2, 4, 8 T1/E1, or more lines.



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Basic Features

The AdvanceVoIP Solution from IPsmarx includes all the basic features of a Calling Card Platform solution:

- Compatibility with most existing VoIP carriers because of its implementation around major gateway vendors like Cisco and Quintum.
- Support of several VoIP-carrier models, with flexible call rate tables offering both peak and off-peak rates.
- Unlimited number of prepaid calling cards hosted by the system, with flexible rate tables including peak/off-peak rates. Easy management of both calling cards and their corresponding PINs.
- Standard reporting of CDRs (call detail records) and in-depth analysis per VoIP carrier based on its corresponding traffic and generated revenues.
- Predefined reporting tools by call destination country/city, by performance for each destination code, by activity and performance of each calling card, by ASR, and by source country/city.

Advanced Features

- Web access for calling card clients and agents/distributors in order to sign up or monitor their corresponding CDRs and account balances.
- Home Service Option, whereby a Residential or Business Subscriber can sign up online (through Web access), and monitor call history and account balance. This option requires the VoIP gateway to support the ANI (also called Caller-ID or CLI) feature.
- Support for any prepaid, post-paid, or pre-authorized payment accounts. Several payment methods are supported, like bank deposit, cheque, cash, or any major credit card.
- Enhanced system administration, including the Email Alert feature – automatic Email notification upon detection of call failures to a VoIP carrier service provider, or of uncomplicated calls to certain destinations (country/city or selected codes).
- PIN-less option (requires the gateway Caller-ID feature support) – once registered into the system, the subscriber does not enter a PIN. This option also supports multiple phone numbers per subscriber.

Solution Design

The core elements of a VoIP-based Calling Card solution include:

- A VoIP Gateway that supports RADIUS/AAA (CISCO, Quintum, etc), which plays the role of the interface between the call originated from the PSTN (Caller's phone) and the IP network (Internet)
- IPsmarx AdvanceVoIP Billing Software, which is an advanced real time billing software that keeps track of the call and its corresponding charges. It will also provide web access to the caller or any agent/distributor/broker of services. AdvanceVoIP runs on Microsoft Windows2000 Server using Microsoft SQLServer2000 database platform
- IVR (Interactive Voice Response) server, which provides the voice prompts describing the account balance and minutes available for the call

