

VoIP

Based Callshop

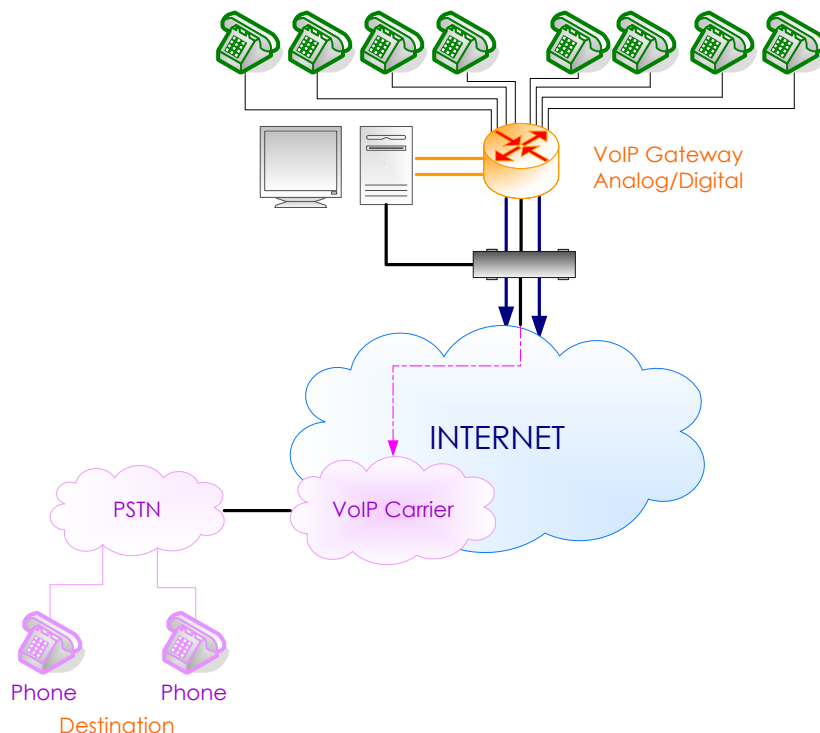
Platform Solution

Hosted Callshop White Paper

A Callshop is a small shop that people visit to make long distance or international calls. Our Hosted Callshop Solution allows the owner to reduce the initial capital investment by subscribing to IPsmarx's CallshopVoIP hosting services. Additionally, our Callshop VoIP Solution allows entrepreneurs and Callshop owners to take advantage of the competitive prices that VoIP technology offers for long distance calls.

Who may take advantage of these solutions?

- New entrepreneurs who would like to get into the highly promising industry of Voice over IP without hefty investment costs and complicated set-up and maintenance processes.
- Existing Internet Café owners looking to expand their customer base by using their current infrastructure to offer additional services.
- Traditional PSTN CallShop owners wanting to reduce costs and boost profits by simply 'switching' or upgrading to VoIP-based systems.
- Carriers and ITSPs who would like to increase their wholesale traffic and enlist more customers by offering hosted CallShop services.
- Universities or other institutions aiming to provide long distance services to their international students.
- Any entrepreneurs wanting to provide phone service in remote areas where the regular networks calls are highly priced.



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Core Elements

The core elements of a VoIP-based Call Termination solution include:

- VoIP Gateway that supports RADIUS/AAA (CISCO, Quintum, etc).
- TerminaVoIP – VoIP Billing Software from IPsmarx tailored for Termination-only solutions.
TerminaVoIP is a real time billing software that runs on Microsoft Windows2000 Server using the Microsoft SQL-Server2000 database platform.

How It Works

The main stream of revenues for the service provider is generated from the VoIP carrier traffic that terminates in the city/country of implementation.

- The call originates from the partner VoIP carrier clients worldwide, and is routed over the IP network.
- Before being routed to the local PSTN, the call from the VoIP carrier has been identified, verified, and authorized.
- The TerminaVoIP keeps track of the CDR (call detail record) and its corresponding charges for future reporting.

Key Features

The IPsmarx Call Termination Solution includes:

- Compatibility with most existing VoIP carriers due to 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.
- Standard reporting of CDRs and in-depth analysis per VoIP carrier based on its corresponding traffic and generated revenues.
- A comprehensive warning to the Call Termination system owner, once a carrier has reached its deposit warning percentage.

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