

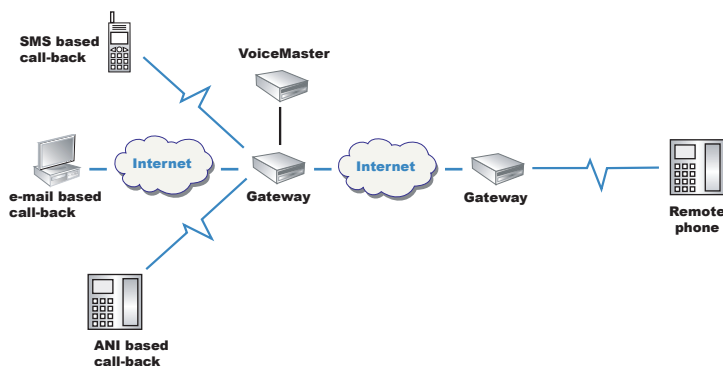
## Call Back Business Model

### problem

Company XYZ has very experienced marketing personnel and strong relationships with retail distribution partners. Pressed by increased competition in the company core business, the management is exploring alternative ways to generate incremental revenues. After assessing several options, the management decides to pursue opportunities in the telecommunications sector. As that sector is heavily regulated and getting a license is prohibitively expensive in XYZ's country, the management decides to offer telecommunications services indirectly through callback services.

The Callback business model is built on callback technology which offers substantial savings to end users through reversing the path of a typical phone conversation. While in a regular conversation, one party dials the other one directly, callback connection is initiated by a call server that calls and connects both parties. By hosting such server in a country where entry in the telecommunications sector is easier, service providers can maintain low cost structure and pass some of those savings to customers in the form of competitive long distance and international call rates.

Before starting the business, the management of XYZ commissions research of alternative callback solutions. The findings of such research are that a good callback solution should be reliable and scalable to accommodate future business expansion. Such solution should also be easy to deploy and manage and should be compatible with a broad range of VoIP equipment. Additionally, the solution should offer multiple callback triggering mechanisms, like phone, email, SMS, etc.



### solution

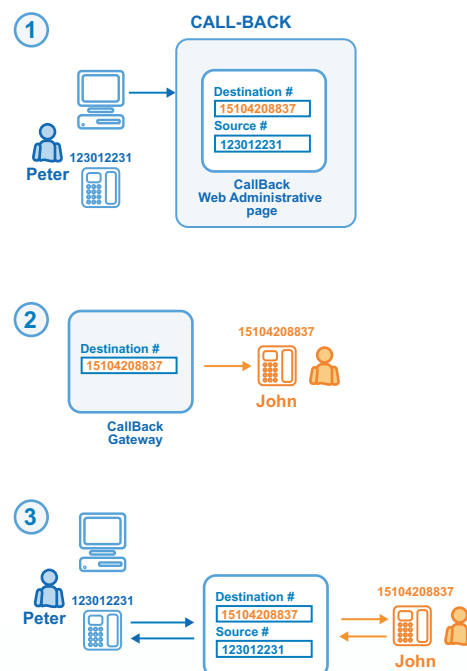
Callback solutions are based on VoIP technology which could present implementation challenges. As the technology is relatively new, few users are familiar with its lingo and system configuration is often the most difficult and time consuming part of any Callback implementation. Equipment incompatibility issues also present serious problems and could lead to additional deployment delays and lost revenues. Service providers can easily address the previous two issues by purchasing turnkey Callback solutions.

SysMaster Corporation, the global leader in turnkey VoIP equipment solutions, could offer to XYZ exactly what it needs - a turnkey Callback solution that could be customized to meet the company specific needs. The solution is easy to operate, highly scalable and deployable in less than a week. SysMaster's solution has rich functionality with support for multiple callback methods, including phone, email, SMS, web, and ANI/DNIS.

A typical SysMaster Callback Solution has the following requirements:

- 1 VoiceMaster VoIP Billing Server
- 2 SysMaster Callback Server
- 3 Optional Modules for the Callback and Billing Servers
- 4 Remote Installation and Technical Support
- 5 High speed Internet access
- 6 Contracts with VoIP Carriers

SysMaster can provide items 1 through 4 while the service provider is responsible for items 5 and 6. Figure 1 below shows the SysMaster Callback Solution.





## Call Back Business Model

### solution features

- PSTN or VoIP Callback Services
- Peak Time On/Off Billing
- Number Surcharge
- Unlimited Routes
- Advanced Rate Switching
- FlagFall and Progressive Billing
- Dual Credit Support
- Multi-lingual IVR and Custom Prompts
- Intuitive and user-friendly GUI interface
- Managed Service Support
- Four Layer Billing Structure (Provider/Owner/User/Agent)

### how does the solution work?

- 1 The caller picks up the phone and calls a dedicated callback number connected to the callback server. Alternatively, the caller sends an email/SMS message with authentication and call information to a dedicated email/phone
- 2 The callback server extracts caller authentication information
- 3 The callback server sends authorization request to the RADIUS server
- 4 The RADIUS server checks account balance with the billing server and authorizes the call
- 5 The callback server calls back the caller and presents him with a dial tone
- 6 The caller enters the destination number and the callback server connects the call
- 7 Upon call completion, the billing server records complete CDR information for the call that could be used for billing, reporting and analysis

### benefits

#### Turnkey Solution

SysMaster offers a truly turnkey callback solution. SysMaster provides all equipment elements as well as remote installation and technical support. The service provider secures high speed Internet access (or rents an equipment co-hosting location) and signs contracts for call termination with VoIP carriers.

#### High Scalability

SysMaster is probably the only VoIP equipment manufacturer that fully supports the grow-as-you-go concept. SysMaster's equipment can easily scale from 1 to 20 T1 lines per callback server (24 to 480 PSTN lines) and from 500 to over 20,000 concurrent calls per billing server. The company offers VoIP equipment in five capacity tiers that cover the needs of the whole spectrum of CallBack service providers.

#### Rapid Deployment

SysMaster's callback solution is characterized with very aggressive deployment schedule. In general, callback providers can have a running solution in less than a week provided that they have made arrangements for high speed Internet access. Because of the integrated nature of the solution, there are no equipment incompatibility issues to be solved which are often the reason for extended deployment periods.

### benefits

#### High Affordability

SysMaster's callback solution is highly affordable for both new entrants and existing providers that want to expand their business. In fact, it is the solution with the best features/cost ratio in the industry. As SysMaster uses a tiered capacity approach where each successive equipment tier doubles the capacity of the previous one, callback providers can upgrade in incremental steps without overspending for capacity that they don't immediately need. At the same time, as equipment utilization increases, fixed costs per call fall (i.e. customers pay a fixed cost for a given equipment capacity and do not pay recurring fees based on the number of transacted calls).

#### Multiple Callback Methods

Unlike other solutions, SysMaster Callback server offers multiple callback methods. Such feature allows service providers to target different customer groups and offer different pricing structures. For example, mobile users typically prefer to trigger callbacks through SMS messages while heavy Internet users prefer the convenience of web callback. Different access methods enable service providers to segment the market and offer services with different pricing structures, thus increasing their profit potential.



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