

CALLING CARDS RETURN ON INVESTMENT (ROI) ANALYSIS

FEATURES

VoIP Billing

RADIUS Server

ISP Billing (Wireless, Broadband, Traditional)

IVR Server

Extension Modules

Database Server

Web Administration Console

CRM Interface

System Features and Tools

SysMaster offers a complete solution for the Calling cards business. It allows end users to access the service infrastructure from both PSTN and IP networks. This way the service gives users the benefits of price and usability flexibility.



- In-house Managed Solution
- Provider Managed Solution
- Wholesale Solution

CASE A IN-HOUSE MANAGED SOLUTION

SysMaster VoiceMaster VoIP Billing server allows companies to provide low cost long-distance calling services to their employees and associates. The product features open standard VoIP and PSTN access to allow both local and remote users (including telecommuters) to place calls. The company savings are based on server utilization and differences between long-distance rates and cost of termination.

PAYBACK PERIOD ANALYSIS			
Line Utilization Rate	10%	30%	50%
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Concurrent calls	3	9	15
Your monthly expenses before	\$28,512	\$85,536	\$142,560
Your monthly expenses after	\$16,459	\$49,378	\$82,296
Your avgerage savings, \$/min/call	\$0.093	\$0.093	\$0.093
Your monthly savings*	\$12,053	\$36,158	\$60,264
Your payback period, days	57	19	12





CASE B PROVIDER MANAGED SOLUTION

VoiceMaster VoIP Billing product enables Telco and ISP providers to create additional profit centers from existing and new business customers. It allows companies to create corporate accounts and bill calling card sessions based on time. Users can access the server online via H323/SIP connections or via the Public S witched Telephony Networks (PSTN). The provider profit is based on platform utilization and differences between long-distance rates and cost of termination.

PAYBACK PERIOD ANALYSIS			
Line Utilization Rate	10%	30%	50%
Concurrent calls	3	9	15
Your monthly revenues	\$25,920	\$77,760	\$129,600
Your monthly expenses	\$14,774	\$44,323	\$73,872
Your avgerage gross profit, \$/min/call	\$0.086	\$0.086	\$0.086
Your monthly gross profit*	\$11,146	\$33,437	\$55,728
Your payback period, days	62	21	13





CASE C PLATFORM MANAGER AND OUTSOURCING WHOLESALE SOLUTION

VoiceMaster VoIP Billing allows an easy entry for service providers to outsource the calling card functionality to third-parties using the Managed Services Module. Platform managers can create managed service accounts to allow their agents to offer the service directly to businesses, thus providing calling card service without the need to sell directly to businesses. The platform manager profit is based on platform utilization, platform usage fees and differences between long-distance rates and cost of termination.

PAYBACK PERIOD ANALYSIS Line Utilization Rate 10% 30% 50% Concurrent calls 15 3 Your monthly revenues \$25,920 \$77,760 \$129,600 Your monthly expenses \$82,296 \$16,459 \$49 378 Your avgerage gross profit, \$/min/call \$0.073 \$0.073 \$0.073 Your monthly gross profit* \$9,461 \$28,382 \$47,304 Your payback period, days 98 33







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