



## ANALYSIS OF RETURN ON INVESTMENT (ROI) FOR SIMPLE PRE-PAID CALLING CARD APPLICATIONS

### 1. Cost Analysis

| Equipment   | Two Sites |                 | One Site        |                 |
|---|-----------|-----------------|-----------------|-----------------|
|   | Units     | Cost            | Units           | Cost            |
| VoiceMaster   | 1         | \$18,950        | 1               | \$18,950        |
| Quintum Gateway   | 2         | \$4,000         | 1               | \$2,000         |
| Monthly Recurring Cost  | Units     | Cost            | Unit            | Cost            |
| Local Internet Connection   | 1         | \$150           | 1               | \$150           |
| Remote Internet Connection  | 1         | \$400           | N/A             | N/A             |
| Exchange Rates for Call Termination in China assuming \$0.03/minute termination rates | N/A       | N/A             | 70% utilization | \$5,080         |
| Remote Telco Company  | 8** line  | \$240           | N/A             | N/A             |
| Local Telco Company   | 8** line  | \$120           | 8 line          | \$120           |
| <b>Total Cost</b>   |           | <b>\$23,725</b> |                 | <b>\$26,300</b> |

### 2. Return on Investment (ROI) Analysis (for one site)

| Period                    | Ports | Minutes per Month | Profit per Minute | Total Profit |
|---------------------------|-------|-------------------|-------------------|--------------|
| 1 <sup>st</sup> Month*    | 8**   | 30,240            | \$0.10            | \$2,108      |
| 2 <sup>nd</sup> ...Month* | 8**   | 30,240            | \$0.10            | \$18,942     |

\* Assuming 70% line utilization rate for international long distance to China with \$0.03/minute termination rates and \$0.13 per minute calling card rates.

\*\* VoiceMaster can be connected to multiple gateways thus effectively supporting much more ports.

Based on the above estimations, the solution provides full return on investment during its first month of operation based on 70% line utilization. Although, the initial solution is fairly simple it can easily be upgraded to allow for putting through higher number of calls.



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