

Wholesale Billing Business Model

problem

Company XYZ has strong relationships with multiple next generation telecommunications carriers located both domestically and abroad. Currently, the management is reviewing the business strategy and exploring alternative ways to generate incremental revenues. After conducting a thorough SWAT analysis, the management realizes that the company can leverage its existing relationships and easily enter the VoIP wholesale billing business.

Wholesale billing providers act as traffic exchanges between next generation telecommunication carriers. They leverage their relationships with multiple carriers and offer mediation for call origination and termination. In practice, the wholesale billing provider signs both origination and termination contracts with next generation carriers. Partners send traffic to the wholesale billing provider which he in turns re-routes to other partners for termination based on negotiated terms.

Before starting the business, the management of XYZ conducts research of alternative wholesale billing solutions. The conclusions of the research are that a good wholesale billing 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. Finally, a good wholesale billing solution should offer advanced billing functionality to accommodate different business models and rating plans.

solution

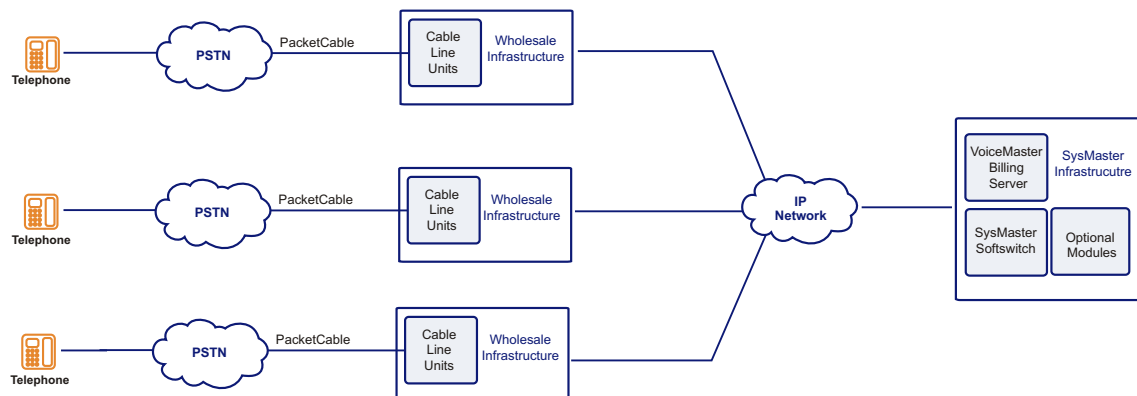
The current state of VoIP technology is quite advanced relative to the one that existed few years ago. Yet VoIP implementations still present significant challenges, especially to businesses without prior VoIP experience. Wholesale billing providers are particularly susceptible to equipment, voice codecs and VoIP protocols incompatibility as they interface with multiple VoIP carriers. Such incompatibility issues could significantly delay deployments and could result in reduced quality of the provided services.

SysMaster Corporation, the global leader in turnkey VoIP equipment solutions, could offer XYZ a turnkey Wholesale Billing solution that meets customer specific needs. SysMaster's solution is affordable, easy to operate and could be deployed rapidly (typically within a week). As a turnkey solution it eliminates the need for equipment integration, speeds up implementation and reduces operating overhead. SysMaster's solution also offers high scalability and advanced billing capabilities to support comprehensive set of billing models and rating plans.

A typical SysMaster Wholesale Billing solution has the following requirements:

- 1 VoiceMaster Billing Server
- 2 SysMaster SoftSwitch
- 3 Optional Modules for the Billing Server and the Softswitch
- 4 Remote Installation and Technical Support
- 5 High Speed Internet Access
- 6 Contracts with VoIP Carriers for Call Origination and Termination

SysMaster can provide items 1 through 4 while the service provider is responsible for items 5 and 6. Figure 1 below shows the SysMaster Wholesale Billing solution architecture.





Wholesale Billing Business Model

solution features

- Four Layer Billing Structure
- Managed Service Support
- Peak Time On/Off Billing
- Number Surcharge
- Advanced Rate Switching
- FlagFall and Progressive Billing
- Unlimited Routes
- Intuitive and user-friendly GUI interface

how does the solution work?

- 1 Partner A sends VoIP traffic to the wholesale billing provider for termination.
- 2 The SoftSwitch identifies the traffic and sends authorization request to the billing server.
- 3 The billing server verifies the account balance of Partner A and authorizes call termination.
- 4 The SoftSwitch re-routes the traffic to Partner B, hiding traffic source information. If necessary, the softswitch conducts codec conversion.
- 5 Upon completing the call, the billing server contains CDR record of the call which is available for billing, reporting and monitoring purposes.

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 origination and 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 softswitch (24 to 480 PSTN lines) or from 48 to 1920 VoIP channels 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 Wholesale Billing providers.

benefits

Rapid Deployment

SysMaster's Wholesale Billing solution is characterized with very aggressive deployment schedule. In general, wholesale billing providers can have a running solution in less than a week provided that they have made arrangements for high speed Internet access and have established contracts with VoIP carriers. 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.

High Affordability

SysMaster's Wholesale Billing solution is highly affordable for both new entrants and existing providers who want to expand their businesses. In fact, it is the solution with the best features/cost ratio in the industry. SysMaster's equipment is offered in five capacity tiers where each higher tier doubles the capacity of the previous one. This way, wholesale billing providers can upgrade their equipment in incremental steps without overspending for capacity that they don't immediately need.



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