



TELISIM™

MVNO SOLUTION FOR HIGHLY PROFITABLE MOBILE SERVICES

*A Guide to Help You Provide Highly Profitable
Mobile Voice, Data and SMS Services*

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Introduction

In the early days of VoIP, using Internet Protocol for voice was a revolutionary new way to use technology, significantly disrupting the telecom industry. VoIP made telecom more competitive, and significantly lowered costs by employing new technology in a new way.

Today, a similar opportunity exists where VoIP can create significant cost savings in providing GSM mobile services. This offers highly profitable opportunities for telecom service providers of any size.

The VoIP market has evolved over time where today's cost per minute has dropped significantly, however GSM minutes for Roaming are priced much higher than VoIP.

But this higher price makes Global Roaming so expensive that the price significantly constrains end user demand. With higher prices for roaming, some users refuse to use their mobile phones while traveling, or use it very sparingly for emergency calls only.

What is TeliSIM?

TeliSIM™ is a white label MVNO solution that enables you to offer GSM mobile services, at much lower prices than roaming charges.

TeliSIM uses an entirely new methodology to combine VoIP switching, billing and customer management with cutting-edge GSM technology to serve the needs of mobile end users. The end result is an [award-winning](#) white label solution for you to grow your business by entering the high-growth market for GSM mobile services, using cost-effective VoIP to lower the cost of roaming. TeliSIM is a cloud-based solution, and does not require your business to make capital investment or deploy any infrastructure.

TeliSIM is a partnership between Telinta, a global leader in hosted VoIP solutions, and Global1SIM, a provider of innovative GSM mobile technology. Together, Telinta and Global1SIM enable you to offer profitable MVNO services, even if you do not have any prior GSM experience or technical expertise.

TeliSIM includes:

- Cloud-based Softswitch with fully integrated Billing and Customer Management
- Brandable SIM Cards
- Mobile Voice, Data and SMS Services
- Options for Data-Only plans
- Options to integrate Telinta's [TeliGlobe™](#) Mobile Softphone and other VoIP solutions
- Coverage areas in over 100 countries around the World
- Your own VoIP Termination and DID Providers
- Ability to add as many local phone numbers (DIDs) as you need
- Resources for you to attract and serve Resellers, Distributors and Agents
- Real-Time CDRs, so that you can offer both Prepaid and Postpaid Options
- In-depth Reporting and Real-Time Traffic Analysis
- Free top-up, allowing TeliSIM users to easily replenish their prepaid balance
- Highly Customizable Multi-Language IVR and Web Portals
- Capability to do Business in Multiple Languages and Currencies
- Comprehensive Training
- 24x7 Technical Support



Telinta helps you take advantage of high-growth mobile opportunities around the world.

How does TeliSIM work?

Users merely insert a TeliSIM SIM card into their unlocked GSM phone and make calls using your service and pricing. TeliSIM SIM cards can be used with virtually any unlocked GSM smartphones and basic phones.

You can easily add your own DIDs for local numbers. TeliSIM also offers a unique capability to add multiple DIDs to a TeliSIM SIM card directly from Telinta's Softswitch platform. This means you can offer users as many local phone numbers as they need, virtually anywhere in the world that your DID providers serve.

"Telinta's hosted softswitch platform connects the mobile phone to the destination number, using cost-effective VoIP rather than higher-cost termination purchased from mobile operators."

DIDs from Telinta's [partners](#) such as DIDWW, VoIP Innovations, Magic Telecom, Voxbone, Windstream (or any DID provider) can be linked to a TeliSIM SIM card.

Using Telinta's hosted softswitch platform to add multiple DIDs to a SIM card is a significant advantage over ordinary MVNO solutions which are based on SIM cards only. TeliSIM brings you the power of Cloud-based switching and billing to differentiate your offer.

The TeliSIM SIM card, GSM signaling and Telinta's hosted softswitch platform all work in concert in a very cost-effective way.

What do your TeliSIM users need to do?



Users insert the TeliSIM SIM card into an unlocked GSM phone to make and receive voice calls, use SMS and mobile data.



TeliSIM does not require changing mobile phone profiles or any complex configuration by end users. They can easily make and receive calls, similar to any other cellular service.

You can define customized "Short Codes" to enable your TeliSIM users to perform key account functions by simply pressing a few keys on the mobile phone's keypad. For example *123 or other codes to check or recharge a prepaid balance, change Caller ID, and other functions you select.

How do you get started?

❖ **Initiate Service with Telinta**

To get started with TeliSIM, you would first need to become a Telinta customer. TeliSIM is one of many hosted VoIP [solutions](#) available from Telinta. TeliCore™ is Telinta's Cloud-based platform and is robust Class 4 and Class 5 softswitch offering many solutions, including TeliSIM.

❖ **Participate in Training**

After signing up as a Telinta customer, we will schedule a comprehensive series of hands-on training sessions. This training is provided by one of Telinta's senior engineers and performed via desktop sharing and conference calls. Training is usually performed in three 2-hour sessions.

❖ **Select your Providers for VoIP Termination and DIDs**

With Telinta, you have the freedom to use any providers you need for VoIP Termination and DIDs. Given the significant profit margins that TeliSIM offers, we recommend our customers use only high-quality VoIP Termination. Please [contact](#) us for more details, or to be introduced to our partners who offer special promotions to Telinta customers.



❖ **Routing**

With TeliCore, you can configure your own VoIP routing preferences such as Least Cost Routing, Fail-Over Routing, Guaranteed Profit Routing and more.

❖ **Pricing and Call Rating**

With TeliSIM, you can set your own prices and determine the rating methodology used for your customers, with both prepaid and postpaid services.

❖ **Billing and Payments**

TeliCore provides you with an integrated solution for switching, billing and customer management. We provide you with tools to create and issue invoices, and accept online payments. Users can even recharge a prepaid balance via TeliCore, without the need for third-party mobile top-up providers.

TeliSIM Starter Program

Telinta and Global1SIM offer a special three-month Starter Program with reduced fees to help you begin offering TeliSIM. The *TeliSIM Starter Program* includes 20 SIMs, with a small minimum airtime purchase. The TeliSIM Starter Program also waives the monthly fee for three months of our *TeliGlobe One* mobile softphone option. Contact us to learn [more](#).

We also provide you with an online TeliSIM Pricing Calculator, where you merely input the rates charged by your VoIP Termination carriers in order to calculate your overall per-minute costs, suggested retail prices and profits.

With TeliSIM, you are creating your own MVNO business, managing it your way rather than merely reselling another company's SIM cards.

Why is TeliSIM so Attractive?

Profitability

What makes TeliSIM so profitable? First, with TeliSIM you can provide services via attractive roaming agreements with mobile operators around the world.

In addition to attractive roaming agreements, TeliSIM earns you profits by replacing expensive roaming fees charged by mobile operators with cost-effective VoIP Termination available at competitive rates from your own providers.



Increased Minute Volumes

When you offer GSM mobile services at significant savings, their usage will increase due to lower prices per minute. For example, at \$2.00 per minute your customers will greatly constrain the number of minutes they use. But if offered at only \$0.20 per minute, they are likely to make longer calls and call more often while traveling.

This means your higher margins per minute will be multiplied by the larger number of minutes that your users will consume. Users benefit from lower rates, and you benefit from selling more minutes with much higher margins. With TeliSIM, everyone wins!

Global Reach

TeliSIM can be used in over 100 countries around the world. You can offer your users local phone numbers, as many as they need, from any country your DID providers serve. Users can place calls to anywhere you allow via your own A-Z VoIP Termination carriers. TeliSIM puts the world at your fingertips...

Growth

As international travel grows, the market for international communications (such as GSM mobile services) grows with it. Users are also becoming much more dependent on mobile devices for daily functions and better manage their busy lives. With TeliSIM, you can easily participate in this growth.

Competitive Advantage and Customer Retention

When customers prepare for a trip, they often shop for new telecom solutions since their normal calling methods may not be available in other countries – and when customers shop, who knows what they may find? Your customers may contact your competitors to discuss their needs. If your competitors offer an attractive mobile solution (and you do not) your business is disadvantaged.

In addition, if you currently offer telecom services used by your customers from their home or office, you will lose out on their usage while they are traveling to another country. Having a solution such as TeliSIM allows you to meet their needs while they are traveling, without your revenue stream being interrupted when your customers are away from their home or office.

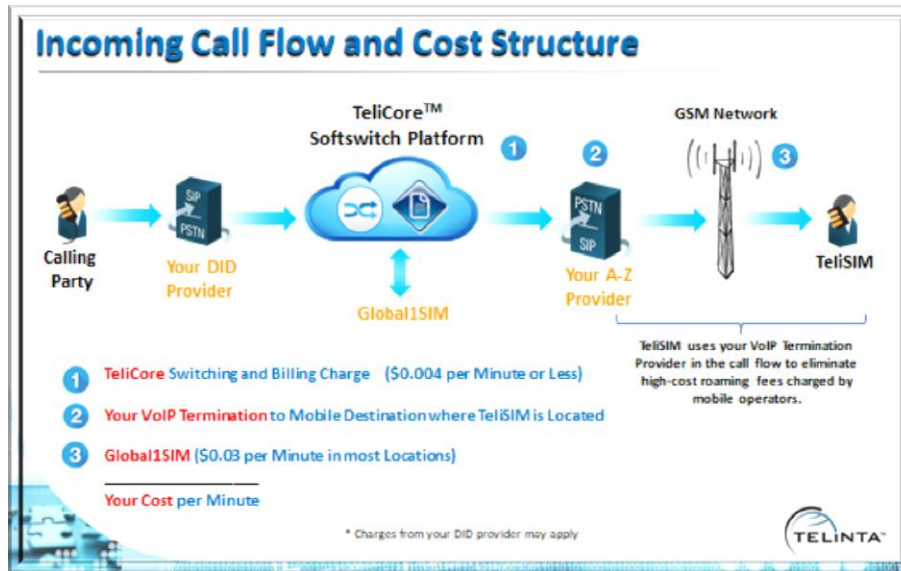
Integration with Mobile Softphone and Telinta's other VoIP Solutions

As an option, TeliSIM can be integrated with Telinta's [TeliGlobe](#) mobile softphone solution. Our cloud-based softswitch platform automatically detects when the end user's mobile device is connected to WiFi, so that inbound calls can be routed to mobile softphone instead of TeliSIM. When the device is not connected to WiFi, inbound calls can be sent to TeliSIM via the GSM network. If you offer TeliSIM's Data-Only option, TeliGlobe adds an easy way for your users to make and receive voice calls via a mobile softphone app. With Telinta's flexible billing, you can offer both TeliGlobe and TeliSIM separately or bundled into a single convenient calling plan on either a prepaid or postpaid basis. TeliSIM can be bundled together with any of Telinta's VoIP solutions to serve your business and consumer customers.

Call Flows and Associated Costs

Here are a few examples of call types. Contact Telinta for more [info](#).

Incoming Calls



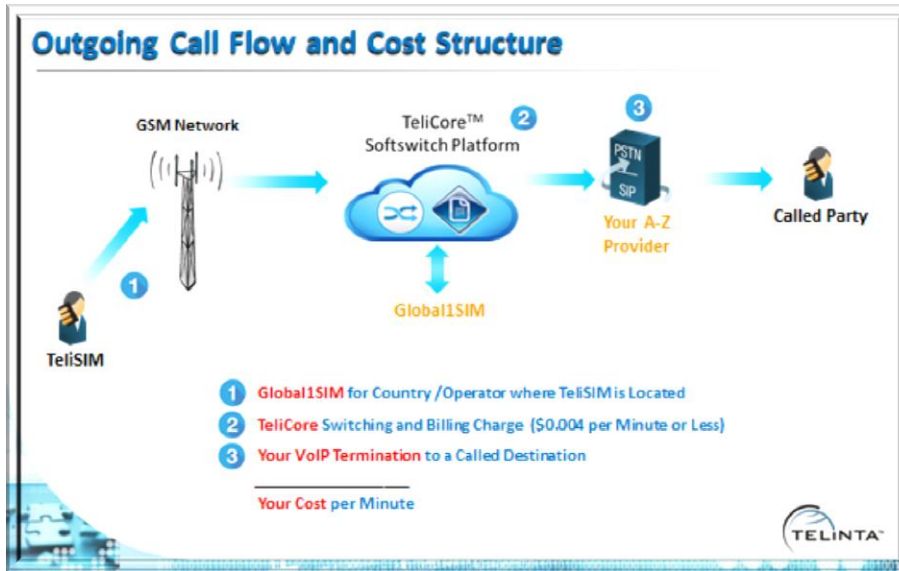
TeliSIM enables you to replace expensive Roaming Fees charged by GSM Operators with more-economical VoIP Termination.

TeliSIM users receive incoming calls routed from Telinta's TeliCore softswitch platform to your VoIP Termination provider. Expensive roaming fees charged by mobile operators are replaced by cost-effective VoIP Termination from your own carriers.

Your cost components are (1) Telinta's TeliCore switching charges, (2) the per-minute charge from your VoIP Termination carrier, and (3) per-minute charges from Global1SIM. The total of these three components are your per-minute costs. DID charges may also apply.

Your user will be delighted with being able to use their mobile phone at a significantly lower price than normal Global Roaming rates while they are traveling. At these lower prices, your users will likely use more minutes.

Outgoing Calls



Outbound calls are dialed normally, like any other GSM call made from a mobile phone.

To make outbound calls, users simply dial the phone number they wish to call. The call is routed to Telinta’s switching and billing platform, then routed to your VoIP Termination carrier.

Your cost components are (1) per-minute charges from Global1SIM, (2) Telinta’s TeliCore switching costs, (3) the per-minute charge from your VoIP Termination carrier for the called destination.

SMS and Data

Inbound SMS is free. The cost of outbound SMS and data plans are provided by Global1SIM.

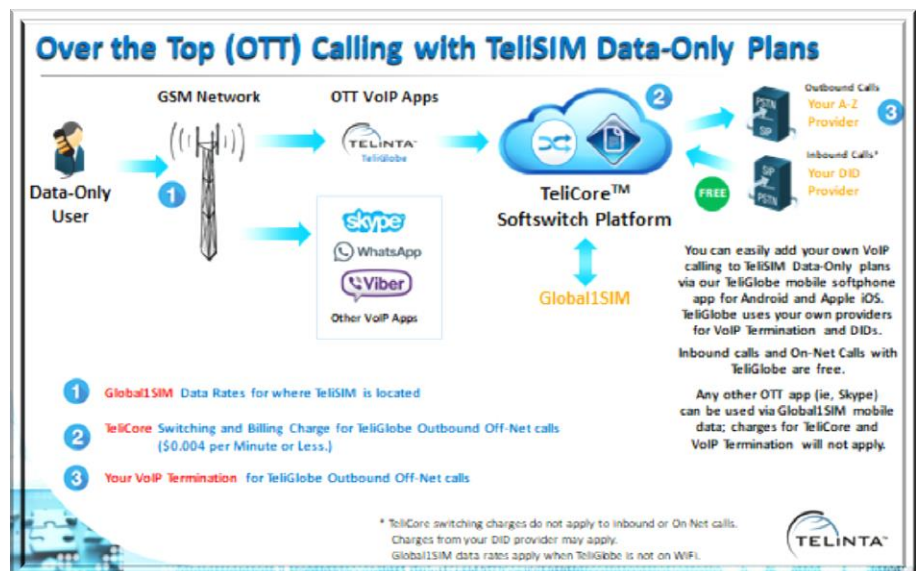
You can see costs for voice, data and outbound SMS via the online TeliSIM Pricing Calculator.

Global1SIM Per-minute charges will not apply to TeliSIM’s Data-Only option.

Interested in offering TeliSIM for data only? Contact us to learn [more](#).

TeliSIM “Data-Only” plans can meet your user’s needs for mobile data, including OTT VoIP calls and messaging via Skype and other apps.

With our TeliGlobe mobile softphone app, you can easily offer your own OTT VoIP calling.





TeliGlobe Mobile Softphone Solution

[TeliGlobe](#) is Telinta's brandable mobile softphone solution for both iOS and Android devices. TeliGlobe can easily be added to TeliSIM, as well as many of our other hosted solutions. This unique mobile softphone can be downloaded for free by your end users from both the Apple iTunes App Store and Google Play. Unlike TeliSIM, TeliGlobe includes free inbound calls and free On-Net calls made between your users.

When TeliGlobe is integrated with your TeliSIM MVNO services, our sophisticated softswitch platform can detect when the TeliGlobe mobile app is connected to WiFi, and route calls to the TeliGlobe app rather than the TeliSIM SIM card. ***This offers a simpler, more economical way for you to route calls since TeliSIM's GSM-related costs do not apply to TeliGlobe.***

Calls that are sent to TeliGlobe which are unanswered can be sent to TeliSIM via the GSM network.



Two TeliGlobe Options to Meet your Needs:

TeliGlobe One: Generically-branded version, with an attractive set of pre-defined features.

TeliGlobe Elite: Your own app in the App Stores, with your brand and your own App Store icon.

Our TeliGlobe mobile softphone solution offers:

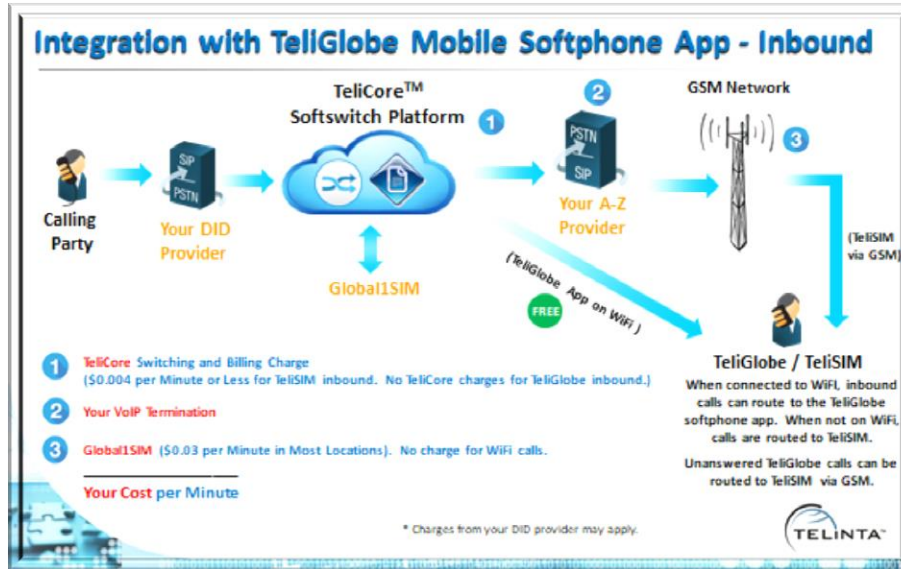
- Automatic Configuration with User Login or QR Code
- Maximize Battery Life with Push Notifications
- Balance Display
- Prepaid Balance Replenishment
- Full Range of Calling Features
- Speed Dial
- Call Forwarding
- Call Waiting
- Video
- Call Recording
- Address Book Integration
- Ring Tone Selections
- Number Re-Writing for Easy Dialing
- Multiple Languages

TeliSIM / TeliGlobe integration Call Flows

Our softswitch platform can detect when your TeliSIM user's phone is connected to WiFi. When connected to WiFi, inbound calls can route to the TeliGlobe softphone app. When not on WiFi, calls are routed to TeliSIM. Unanswered TeliGlobe calls can be routed to TeliSIM via the GSM network.

Both inbound and outbound calls made with TeliGlobe do not incur any per-minute costs from Global1SIM as the calls are not carried via the GSM network. Instead, Telinta switching charges, your VoIP Termination costs, and Global1SIM data charges would apply.

Unlike TeliSIM, TeliGlobe includes free inbound calls and free On-Net calls made between your users.



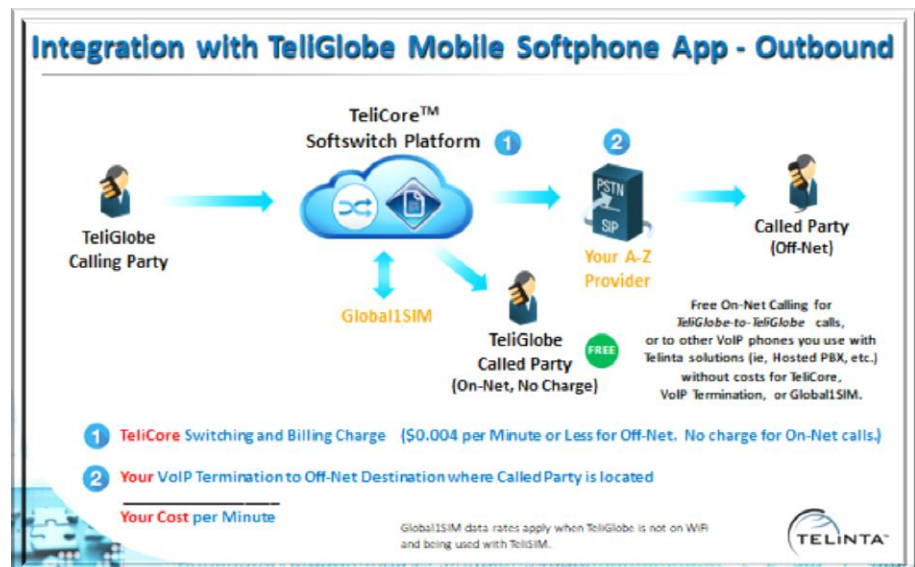
Inbound calls routed to TeliGlobe on WiFi do not incur any Global1SIM charges, Telicore switching charges or VoIP Termination charges.

Outbound Off-Net calls made with TeliGlobe are carried by your VoIP Termination provider. On-Net calls (from one of your TeliGlobe users to another TeliGlobe user) do not incur VoIP Termination costs, nor do they incur Telinta's Telicore switching charges. On-Net Calls are totally free for you to provide!

Outbound Off-Net calling is carried by your VoIP Termination provider.

On-Net calling from one TeliGlobe user to another can be totally free for you to provide!

When not on WiFi, Global1SIM data rates apply.



TeliSIM Advantages

- Your own MVNO business, not merely reselling SIM cards
- Award-winning white label solution
- Brandable SIM cards available
- More profitable, more flexible, more customizable than other solutions
- Replaces expensive GSM termination from mobile operators with cost-effective VoIP
- Use your own VoIP Termination providers
- Multiple phone numbers:
 - Add local phone numbers available for locations you need, as many as you need, via your own DID providers
 - Option to provide outbound calling only, without needing a DID.
- Free recharge of prepaid balances directly from the phone or from brandable web portals
- Customizable portals for your Resellers and End Users
- Enables you to do business in any language or currency you need
- Real-Time Prepaid Billing and Postpaid Invoicing
- Integration with Telinta's [TeliGlobe](#) mobile softphone and other hosted VoIP solutions
- Can be offered as a stand-alone MVNO service or bundled with other VoIP services
- Attractive to both your business users and consumers
- Lower pricing to end users means increased traffic
- Takes as little as 3 days to configure your cloud-based switching and billing solution
- Comprehensive Training and 24x7 Live Technical Support

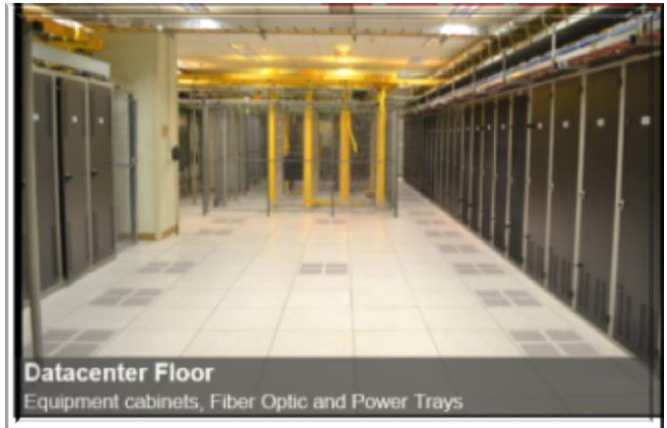


Benefits of a Hosted Solution

TeliCore brings you the benefits of having an industry leading softswitch, billing and customer management platform without the complexities associated with owning and operating your own infrastructure.

No capital investment

Telinta offers you the benefits of a hosted softswitch platform, without having to invest in your own infrastructure. Many companies feel that avoiding capital investment has many advantages and this often means faster profitability.



Rapid market entry

When you become a Telinta customer, we create a special “partition” on TeliCore that is yours and yours alone. Your partition can be fully functional in as little as three days! Our solutions are scalable and flexible, so you can quickly introduce new services when you need.

Predictable operating expenses

Your company will have predictable costs which you can easily calculate for each minute of traffic, making it easy to plan your monthly operating budget. One key benefit of working with Telinta is that our success is based on your success. When you grow, we grow with you.

Around-the-clock access to experienced technical staff

We not only provide you with a cutting-edge platform, but our 24 x 7 x 365 Live Technical Support can answer your questions. Our highly-trained team of Support Engineers has unparalleled expertise in helping you with technical issues regarding our hosted VoIP softswitch and billing platform. Telinta is available around the clock to help you!

Bring your own VoIP Termination and DID providers

TeliCore enables you to use any provider you need for VoIP Termination, DIDs and other key services. Our flexible routing lets you use as many providers as you wish. For TeliSIM, we recommend using high-quality VoIP Termination for maximum quality.

Growth by adding new services to your portfolio

Many new telecom providers start by focusing on one or two services to offer, and then grow into a fuller portfolio over time. As you build relationships with your customers, they may look to you as a source for additional services. For example, if you sell services like TeliSIM your same customers may also be interested in other mobile services like our TeliGlobe Mobile Softphone or our Mobile Top-Up solution. Offering multiple services lets you capture your customer’s minutes of use whether they are at home, at work, or traveling. The opportunity for growth over time with VoIP is enormous!

Training and Support

Telinta offers comprehensive leader-led training to help you get started with TeliSIM, or any of our hosted solutions.

After you become a Telinta customer, we'll schedule a series of training sessions via conference bridge and desktop sharing with one of our senior engineers. We'll walk you through key functions on our platform that you'll need to know. At the end of this hands-on training, you'll be making configurations yourself, with us there to guide you.

Afterwards, we offer 24 x 7 x 365 Live Technical Support to answer your questions around the clock. Telinta can even customize a solution especially for you, based on your unique needs.

Summary

TeliSIM is a highly-profitable MVNO solution that enables you to offer white label GSM mobile services for Voice, Data and SMS. TeliSIM lets you build **your own** MVNO business, not merely reselling another provider's SIM cards. TeliSIM combines cutting-edge GSM technology with the power of Telinta's hosted softswitch platform for a truly unique solution.

TeliSIM replaces high-cost mobile roaming fees charged by Operators with cost-effective VoIP. This enables you to offer profitable GSM mobile services at significantly lower prices.

TeliSIM can easily be integrated with our TeliGlobe mobile softphone solution.

Please contact us to [learn more](#) about the *TeliSIM Starter Program* designed to help you get started.

Telinta offers comprehensive training gets you started, and our 24x7x365 Live Technical Support is ready to help, whenever you need.

In addition to TeliSIM, Telinta offers a full portfolio of hosted white label VoIP solutions that lets you serve businesses or consumers anywhere in the world.

For Further Information

Now it's time to take the next step to learn more. We'd be happy to answer your questions, provide you with additional information, and show you a demo of our hosted solutions.

Contact us at: info@telinta.com

English

Tel: +1-888-888-3307 (toll-free in USA)

Tel: +1-973-467-3364 (International)

Spanish

Tel: +1-888-888-4890 (toll-free in USA)

Tel: +1-786-262-5570 (International)

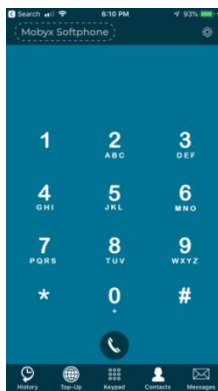
Additional TeliSIM Resources



TeliSIM FAQ
Learn [more...](#)



TeliSIM Overview
Watch [Video...](#)



TeliGlobe Mobile Softphone
Free [“Try Me”](#) Download...

A screenshot of a web-based pricing calculator. It has a light gray background. At the top, it says 'Select Destination'. Below that are two dropdown menus: 'TeliSIM In' and 'Calling To', both with 'Select Country' as the placeholder text. Underneath is the heading 'Input Your VoIP Termination Rates in USD per-minute'. There are three input fields: 'Mobile (where TeliSIM is Roaming)', 'Landline (Destination)', and 'Mobile (Destination)'. Each field has a 'USD' label to its right. At the bottom left is a 'Calculate' button.

TeliSIM
Pricing [Calculator...](#)

About Telinta

Founded in 2002, Telinta, Inc. offers secure and reliable cloud-based Switching and Billing solutions for VoIP service providers around the globe. Telinta's full portfolio of white label solutions is highly customizable for VoIP service providers and their resellers.



Telinta's carrier-grade solutions include Mobile VoIP, Hosted PBX, Calling Card, Pinless, Callback, Audio-Conferencing, Business and Residential VoIP, Wholesale VoIP and other services.

TeliCore™ is Telinta's carrier-grade Class 4 and Class 5 softswitch platform, integrating Telinta's cutting-edge VoIP solutions with world-class Switching and Billing. TeliCore is specially designed to enable telecom service providers around the world to easily integrate the many pieces needed to build a successful VoIP business.



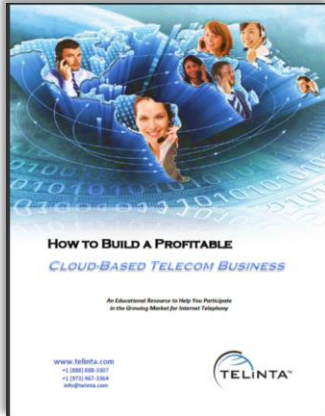
Telinta received the Best of Show Award at IT Expo for its unique combination of cloud-based switching and mobile technology for TeliSIM.

Please visit us at www.telinta.com for more information.

More White Papers from Telinta

Whether your telecom business is just starting out, or is already established, Telinta's thought-provoking White Papers can help your business grow by bringing you new insights.

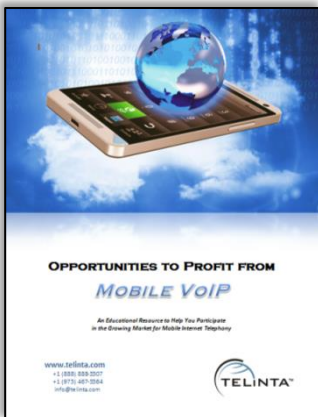
Please visit our webpage to [download](#) other white papers from Telinta.



How to Build a Profitable Cloud-Based Telecom Business

Learn how cloud-based solutions can take your telecom business to the next level. This publication explains how to put all the pieces together so that you can offer a rich portfolio of profitable telecom services to your customers.

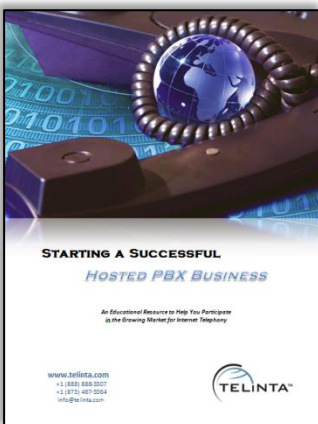
[Contact us](#) to receive a free copy of this White Paper.



Opportunities to Profit from Mobile VoIP with our TeliGlobe™ Mobile Softphone Solution

This paper explains how you can participate in the fast-growing Mobile VoIP marketplace, offering profitable VoIP calling via our brandable mobile softphone app for iOS and Android devices.

[Contact us](#) to receive a free copy of this White Paper.



Starting a Successful Hosted PBX Business

This educational resource explains important details and decisions, helping you to start a successful Hosted PBX business. This will help you to better understand how you can provide profitable cloud-based VoIP services to your business customers, virtually anywhere in the world.

[Contact us](#) to receive a free copy of this White Paper.

Visit Telinta's [White Paper](#) page to learn about other free publications.