



STARTING A SUCCESSFUL

HOSTED PBX BUSINESS

*An Educational Resource to Help You Participate
in the Growing Market for Internet Telephony*

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Introduction

The time has never been better to begin your own telecom business, offering Hosted PBX services to your business customers! Whether you are a seasoned telecom professional or new to the industry, this paper will provide ideas that help you to build a profitable telecom business.

Voice over Internet Protocol (VoIP) is a cutting-edge technology that is extremely cost-effective, and offers features and functionality that your customers cannot find with outdated legacy telephony methods. With VoIP, you can offer your customers cost effective rates, helping you to win them away from larger, more expensive phone companies. Many large telecom providers around the world are slow to react to the changing needs of the marketplace, charging much higher rates while delivering less functionality. With VoIP, you can offer Hosted PBX services with a more flexible, cost-effective technology advantage.

With VoIP, you can offer your customers cost effective rates, helping you to win them away from larger, more expensive phone companies.

VoIP has truly opened up the telecom marketplace so that even small companies can compete and win, and Hosted PBX is the cornerstone of the lucrative business VoIP marketplace. Industry experts Transparency Market Research reported that the VoIP marketplace is enjoying healthy growth, expected to near double in size from 2013 to 2020 to be worth US\$136 billion. Business solutions such as Hosted PBX significantly drove this growth as new businesses adopt VoIP every day.

Here are a few examples of business trends that work in your favor:

- ❖ **International Calling is Growing**
International traffic (both personal and professional) grows each year as more businesses need to communicate across borders.
- ❖ **Popularity of Portable Devices**
Smartphones and tablets allow employees to make business calls in new ways, making the “Mobile Extension” more in demand.
- ❖ **Unprecedented Bandwidth Speeds**
With broadband becoming more popular and more affordable, most businesses already have the connectivity they need to enjoy high-quality VoIP calling.
- ❖ **The Power of “The Cloud”**
Hosted “cloud-based” technology means that even start-up companies can offer a full portfolio of telecom services without owning their own infrastructure. With Telinta’s hosted softswitch solutions, you can access cutting-edge switching and billing technology, such as Hosted PBX, without purchasing any special hardware or software.

Telinta can help you take advantage of all these technology trends and more. Starting your own profitable Hosted PBX business is easily within your grasp, with Telinta there to help you.

Attractive Business VoIP Services You Can Offer

There are many different VoIP services that you can offer to your customers to complement your Hosted PBX services.

One key benefit of using Telinta is that we enable you to offer a full range of VoIP services, all via the same cloud-based platform. Having the capability to offer a full range of services will be important to meeting your customer needs, and managing your business growth over time. Below is a description of popular business VoIP services.

Popular Business Services:

- Hosted PBX:** Businesses worldwide are combining their voice traffic with their lower-cost data traffic. You can offer a full range of attractive calling features, also with attractive savings. With Telinta, you can easily provision many industry-leading models of IP Phones.
- SIP Trunking:** Many businesses still own outdated PBX equipment, however you can still offer them the savings of VoIP without them replacing their existing PBX. Our SIP Trunking solution enables you to replace outdated voice lines with a streamlined, all-IP environment.
- Virtual Office:** With our award-winning Virtual Office solution, you can help small and home-based businesses to enjoy many Hosted PBX features, customizing their own VoIP solution in the Cloud via Telinta's brandable self-serve web portals. Virtual Office enables your customers to use existing landline or mobile phones, without needing IP phones.
- Call Centers:** With Telinta, you can help businesses to quickly set up scalable, cost-effective virtual or on-premise VoIP Call Centers. Agents can log in from anywhere in the world with just an IP phone and a web browser!
- Conferencing:** Audio Conferencing services are popular as businesses strive to cut travel costs, while increasing collaboration among team members. With Telinta, you can offer a Conferencing service that gives your customers the features and control they need.
- Click-to-Call:** Telinta's *TeliClick™* solution lets you offer click-to-call service to website visitors, allowing them to initiate calls by clicking an online icon. With TeliClick, they can contact your sales or service reps without even leaving your website!
- Virtual Numbers:** Perfect for both consumers and businesses, our Virtual Number solution can forward calls wherever your customers want them go, on whatever phone they use.
- Mobile:** With Telinta's *TeliGlobe™* mobile softphone solution, your customers can make VoIP calls with Android and iOS mobile devices. *TeliSIM™* is another innovative mobile solution from Telinta, enabling you to offer highly profitable MVNO services to travelers.

***What do these hosted VoIP services all have in common?
They all rely on state of the art cloud-based switching and billing capabilities.
With Telinta, you can offer all these services and more from our hosted softswitch platform.***



What is a Hosted PBX?

A device called a *Private Branch Exchange* (PBX) began as a large, cumbersome piece of analog switching equipment that enabled businesses to exchange phone calls within and between their various branch offices, without going out to the Public Switched Telephone Network (PSTN). When one coworker called another, the call remained within the business's own private telephony environment. This offered economy, as well as convenient features such as only needing to dial an extension rather than the full phone number.



As technology advanced, the power of Cloud revolutionized every aspect of communications, and the Hosted PBX clearly became the solution of choice for businesses around the globe. Using your Hosted PBX services, your business customers no longer need to own their own PBX switching equipment. Instead, they use your services through the Cloud. Their own corporate IP network carries their internal calling from one employee to another, while their Internet connection enables them to utilize the services you provide to support their external calls. Your DID providers and VoIP Termination carriers are key components in this equation, with Telinta's cloud-based softswitch platform as the central part of it all, providing the intelligence needed.

Hosted PBX Features

Telinta's Hosted PBX solution enables you to offer a full suite of features that business customers demand. These include the Class 5 features that facilitate calling, as well as self-service features that enables your customer's management to easily perform functions such as adding extensions, viewing call details or creating reports.

Telinta's carrier-grade softswitch platform enables you to provide highly reliable VoIP services such as:

- ◆ Class 5 Features such as Call Forwarding, Intercom, Call Parking, Call Waiting and more
- ◆ Feature-Rich Voice Mail
- ◆ Auto-Provisioning Profiles for Popular Models of IP Phones to streamline provisioning
- ◆ Auto-Attendant/Virtual Receptionist to Route Calls to the Proper Department
- ◆ Dial-by-Name Directory
- ◆ Customizable Multi-Language IVR
- ◆ Customizable Music on Hold
- ◆ Hunt Groups and Call Queues
- ◆ Voice Mail to Email, Fax to Email, Email to Fax
- ◆ Voice to Text Voice Mail Transcription via a Third-Party API

Our TeliCore™ Softswitch Platform

TeliCore™ is Telinta's Cloud-based platform and is robust Class 4 and Class 5 softswitch. It is the heart of our Hosted PBX solution and all our other VoIP solutions. TeliCore is hosted in one of the industry's most prestigious datacenters located in the New York area. We own and operate one of the largest hosted softswitch platforms of its type anywhere in the world. TeliCore is deployed using Telinta's own proprietary network architecture, specially designed to enable you to deliver highly reliable VoIP services to customers around the world. Complete with redundant Internet connectivity from multiple Tier1 industry-leading carriers, truly redundant electrical power and TeliCore's unique configuration of servers, storage and other technology is second to none.



We've done all this, so that you won't have to...

Since 2002, Telinta has helped VoIP service providers build successful, profitable businesses. With Telinta's hosted softswitch platform, you have access to industry leading hardware and software, without purchasing your own infrastructure. Nothing to install, nothing to operate! You and your resellers can manage many important aspects of your telecom business with our easy-to-use web-based portals via your web browser anywhere in the world.

Our web-based "*Administrative Portal*" acts as your online Command Center where you can set up and control key functions like:

- ❖ **How your calls are routed**
- ❖ **What DID providers and Termination carriers will carry your traffic**
- ❖ **How you manage your customer accounts**
- ❖ **Setting the prices that you will charge your customers (also called tariffs)**
- ❖ **All billing features, like monthly or per-minute charges, discount plans and more**
- ❖ **Reports and analysis tools that keep you informed on how your business performs**

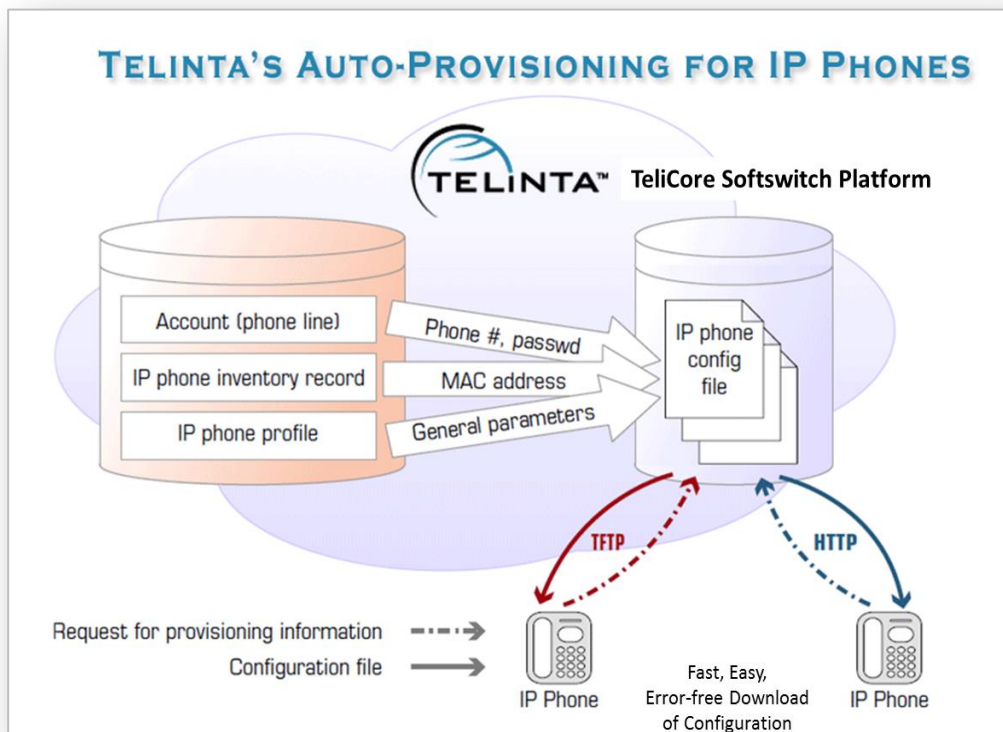
TeliCore also provides you with brandable, customizable portals for your customers and your resellers.

Easily Provision IP Phones with Telinta's Auto-Provisioning Profiles

Telinta provides an innovative solution that lets you use the power of the Cloud to automate the provisioning of IP Phones. We've developed Auto-Provisioning Profiles for many models of IP Phones. These profiles contain the needed details for you to configure an IP Phone at your customer's premises.

Using TeliCore's Administrative Interface, you can build your inventory of IP Phones, entering the MAC addresses and other details for each phone. With TeliCore, you can provision IP Phones using the same interface you use to manage other key aspects of your VoIP business, without needing to log into external platforms provided by third parties.

When the phones are connected to an IP network, they will automatically download a complete provisioning profile from TeliCore, without the need for installer visits or manual configuration.



Telinta currently offers Auto-Provisioning Profiles for popular manufacturers such as Cisco, Fanvil, Gigaset, Grandstream, Panasonic, Polycom, Snom, Uniden, Vtech, Yealink and others. Additional profiles can be created to meet your specific needs.



Telinta offers Auto-Provisioning Profiles for many industry-leading makers of IP Phones.

Benefits of a Hosted Solution for your VoIP Business

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 your business, 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 / DID providers

TeliCore enables you to use any provider you need for VoIP Termination, DIDs and other key services. Our flexible routing capabilities let you use as many providers as you wish. This gives you the benefits of selecting as many providers as you need to balance both cost and quality for any and all calling destinations you want to serve.

Growth by adding new services to your portfolio

Earlier we discussed various types of VoIP services that you can offer. Many new VoIP 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 Hosted PBX service to businesses, your customers may also be interested in other VoIP services like Audio Conferencing, Call Centers or Click-to-Call as tools to help their company. The opportunity for growth over time with VoIP is enormous!

Top 10 Things to Look for in a Hosted PBX Solution Provider

As you start your Hosted PBX business, the quality of services you offer are an important reflection of your business. Here's a list of things you should keep in mind when selecting your solution provider.

-  **1. Stable Company**
How long has your provider been in business? Do they have a proven track record of success over the long term? Telinta has been in business since 2002 and we are well-known and well-respected as a leader in the marketplace.
-  **2. Stable Platform**
Is your provider's platform stable enough to help you avoid downtime and performance issues? Do they run daily offsite backups of your vital data? Our award-winning TeliCore platform is the largest, most robust hosted platform of its type anywhere in the world.
-  **3. Training and Support**
When starting a new business, getting the Training and Support you need is vital. Telinta offers comprehensive hands-on Training to get you started, plus 24x7x365 live Technical Support whenever you need.
-  **4. Wide Range of Solutions**
Does your provider offer a broad range of solutions, so that your business can offer the services your customers need? Telinta offers you a full portfolio of solutions to help you attract customers and to expand over time.
-  **5. Customizable Solutions**
Can your provider custom develop a solution to meet your unique needs? Do their portals and IVR enable you to do business in the languages and currencies you need? Telinta provides highly customizable solutions to help you succeed.
-  **6. Bring your own VoIP Termination and Origination**
Some providers force you to use the services that they offer, usually at inflated rates in the guise of "one-stop shopping." This limits your choices and raises your costs. Telinta lets you use your own VoIP Termination and DID providers.
-  **7. Reseller Capabilities**
Does your provider offer the tools you need to attract and retain resellers? Can resellers perform the functions they need? Telinta offers web portals and other tools to help both you and your resellers grow.
-  **8. White Label Solutions**
Does your provider offer "white label" solutions that you and your resellers can offer under your own brand? Does your provider's name show up in domain names or who-is lookups? Telinta offers the white label solutions you need.
-  **9. Volume Discounts**
Does your provider offer volume discounts that cut the cost-per-minute as your business grows? Telinta automatically applies the best pricing plan available based on your minute volumes each month.
-  **10. Post-Paid Billing**
Does your provider make you pay up front? Do they understand the cash-flow constraints that many new businesses may experience? With Telinta, the usage you incur this month appears on your next month's invoice from Telinta.

What Do You Need to Start a Hosted PBX Business?

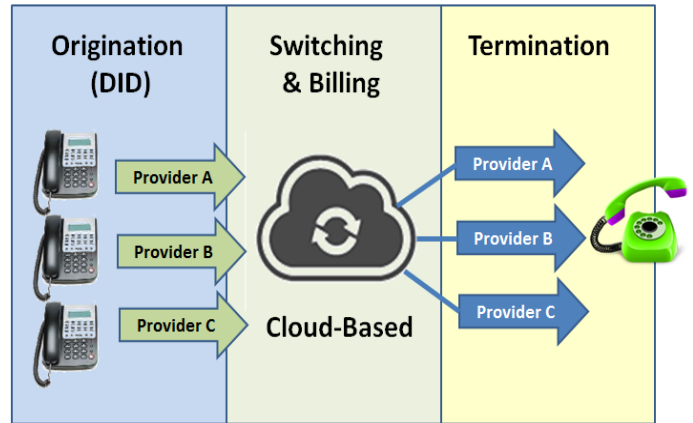
This section discusses some of the key components of a Hosted PBX business. As a Telinta customer, you may qualify for special offers from our partners who provide many of the services you will need.

Origination

Hosted PBX services will require phone numbers for your customers. That phone number is known as Direct Inward Dialing (DID) service. In many countries, your DID provider can help you to “port” the existing phone numbers used by your customers when they sign up for your Hosted PBX service.

VoIP Termination

VoIP Termination is provided by many carriers around the world who carry your VoIP traffic to its final destination via the PSTN. For more ubiquitous coverage, some providers offer “A to Z” Termination to destinations like **A**fghanistan and **Z**imbabwe -- and almost everywhere in between! A to Z offers nearly worldwide coverage, and prices vary greatly.



Switching

This is where Telinta comes in. Switching provides the intelligence for you to direct calls from one place to another. A key part of this is the various routing options you can select, which we will cover later. Telinta’s white label softswitch solution can serve as the Command Center for configuring many of the products and services you will need in order to run a successful Hosted PBX business.

Billing

While delivering service to your customers is important, being able to bill for it is equally as important. Telinta’s switching capabilities are integrated with its billing capabilities into a single, seamless platform. Billing calculations are done in real-time, so that you can provide both prepaid and post-paid services. The combination of world-class switching and real-time billing, totally integrated into a single platform, is something that sets Telinta a cut above the rest.

Customer Management

Your customers will need a certain level of attention as they sign up for services, make payments and other functions. Telinta offers you the ability to easily manage these key functions. We also offer innovative self-care portals where, at your option, you can allow customers to perform certain tasks themselves, helping streamline your workload and costs, while increasing customer satisfaction. Your customers will be able to see and download invoices, make online payments, browse call detail records and more.

Other services that complement your business

Some VoIP providers use additional services as part of their business, such as SMS messages to send customer alerts, E911, telecom tax calculations, payment processing, LRN and other services to help you run a successful Hosted PBX business. Telinta’s platform includes Application Programming Interfaces (APIs) that let you access a variety of leading service providers directly from TeliCore’s administrative interface. TeliCore is also flexible enough that we may be able to add and customize new capabilities at your request. Our flexibility and customization is a unique advantage of working with Telinta.

Key Business Functions You'll Need to Manage

Routing

With Telinta, you can use any (and as many) VoIP Termination providers as you'd like. But remember, the provider who has the best prices for calls to one country might not have the best prices for calls to another country. And those prices may vary depending whether the call is placed to a fixed line versus a mobile line. They may vary even further based on which of several competing providers serves the specific fixed or mobile line being called. Telinta can help you use these variations to your advantage, increasing your profits through your routing choices.

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	1345927	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345928	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345929	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345936	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345937	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345938	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345939	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345990	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1347	UNITED STATES OF AMERICA		New York	
	1351	UNITED STATES OF AMERICA		Massachusetts	
	1352	UNITED STATES OF AMERICA		Florida	
	1360	UNITED STATES OF AMERICA		Washington	
	1361	UNITED STATES OF AMERICA		Texas	

Price is only one factor, since call quality and downtime are other key things you need to consider when selecting your VoIP Termination providers. To help you find the right mix that meets your business goals, Telinta offers flexible routing options that let you keep both price and quality in balance.

Least Cost Routing (LCR) is an option which lets you use multiple VoIP Termination providers. TeliCore performs a lightning-fast comparison of the rates charged by each provider for each specific destination. You can also configure your routing to fail over from one provider to another in case one fails to deliver a call. You can even set your routing to guarantee that each and every call is profitable. Since TeliCore is the central place where many aspects of your business converge, our platform can easily calculate the difference between the price you charge in your customer tariffs, and the rates you pay to your VoIP Termination providers, and then compare your price versus your cost before the call goes through. With Guaranteed Profit Routing, you have the option to block unprofitable calls to help prevent losses.

Routing is truly an art, and Telinta can explain your options and help you learn to configure your routing to best meet your needs. Your routing is part of the training we provide you when you sign up with us.

Rating

Telinta can help you with extremely flexible rating methods to rate your customer's calls in any billing increments you prefer to maximize your profits. You can price your calls anyway you choose, bill by the minute or by the month, offer volume discounts, special promotions and more.

Reporting

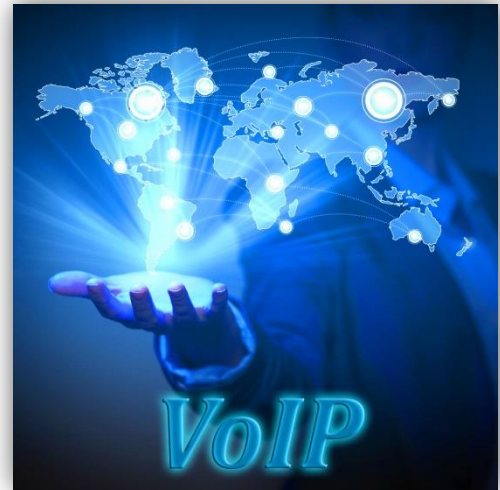
Any savvy business person knows that the key to success is keeping close tabs on the key metrics of your business. Telinta offers comprehensive reporting that you can schedule as needed, or pull on-demand. Our CallMon™ real-time analysis tool lets you see how your business is doing -- right now. Real-time data is also crucial for detecting and analyzing performance problems, before they impact your business.

The Importance of Real-Time Billing

As described earlier, some services (such as Calling Card or Pinless) are prepaid. Your customer purchases an allotment of calling in advance, for example five dollars, five euros or virtually any currency you need. By calculating their exact balance as their call is in progress, TeliCore knows when their payment has been used up. Telinta's real-time billing helps make your prepaid services possible.

Resellers

Having resellers can be a valuable part of a successful VoIP business. As your resellers grow, your business grows with them. Whether selling to consumers or businesses, your resellers provide you with more opportunities than any single VoIP business could gather on its own. Recognizing this, Telinta offers a wide range of tools to help you attract and support resellers.



All of our solutions are *white label*, meaning they can be branded any way you need. Your customers and resellers will not see the Telinta brand in our solutions. We provide you with reseller web portals that you can brand any way you need. We provide you with everything you need to run reseller reports, calculate commissions and more.

In telecom, many of your costs are volume-based. This means that resellers not only increase your revenue, but their added volume of minutes may help you qualify for deeper discounts as your total volume grows. Each time you add a new customer or a new reseller, you move closer to passing the threshold where you earn lower prices from your suppliers. When that happens, your average cost per minute for all your customers will drop, increasing your profitability.

Custom Development

You may find that your business requires something unique. Once you have defined your needs, and carefully documented your requirements, contact Telinta to discuss a customer-developed solution to meet the unique needs of your business.

Training and Support

Getting started with any new business can be a challenge, perhaps even more so when technology is involved. That's why Telinta offers comprehensive leader-led training.

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 also offers online documentation, user manuals and other resources. Our unique online Knowledge Base encompasses over a decade of Telinta's experience and best practices with how-to tips, instructional guides and more to help you make the most of Telinta's hosted solutions.

Summary

You've learned that Telinta's hosted TeliCore platform can be a cost-effective alternative to purchasing, deploying and maintaining costly telecom hardware and software. With Telinta, you can use the power of the Cloud for a turn-key solution that lets you offer Hosted PBX, as well as a full portfolio of white label services for businesses and consumers anywhere in the world.

You'd have predictable monthly expenses, which can help you plan ahead and manage your budget. Telinta's volume-based pricing plans start at only \$400 per month, with discounts that grow as your business grows.

Our platform is highly flexible and customizable, letting you provide services in a variety of languages and multiple currencies. We offer web portals to help you serve resellers, distributors and end users.

You've learned about how the key components of VoIP all mesh together to send a call from one place to another. Telinta's hosted softswitch platform becomes the central Command Center that helps you integrate all the piece-parts you need into a seamless and successful telecom business!

Our comprehensive training gets you started, and our 24x7x365 Live Technical Support is ready to help, whenever you need. We can even customize a solution especially for you, based on your unique needs.

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 material, and show you a demo of our hosted solutions.

Contact us at: info@telinta.com

English

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

Spanish

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

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

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 enable you to provide Calling Card, Pinless, Wholesale VoIP Hosted PBX, Call Centers, Audio-Conferencing, Business and Residential VoIP, Callback, and other services.

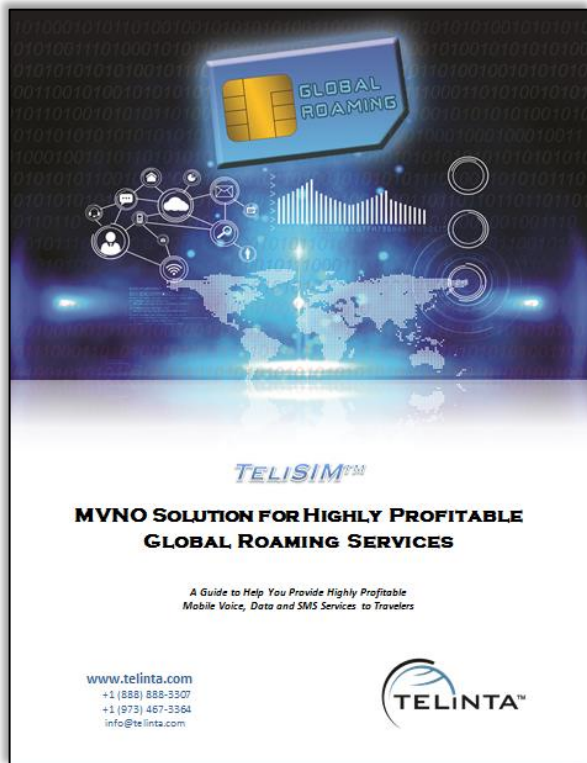
TeliCore™ is Telinta's carrier-grade Class 4 and Class 5 softswitch platform, integrating Telinta's cutting-edge VoIP solutions with world-class Switching and Billing capabilities. TeliCore is specially designed to enable telecom service providers around the world to easily integrate the many pieces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

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

Other 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.



TeliSIM™

MVNO Solution for Highly Profitable Global Roaming Services

This paper explains how you can participate in the fast-growing MVNO marketplace, offering Global Roaming for travelers. TeliSIM is a highly profitable SIM Card solution which replaces high-cost mobile termination with cost-effective VoIP.

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