

OPPORTUNITIES TO PROFIT FROM

MOBILE VOIP

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

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Introduction

Mobile VoIP offers several attractive opportunities for your business to profit. Whether your business is just getting started, or is already well-established, you can easily benefit from the convenience and flexibility of Mobile VoIP, using the powerful cloud-based solutions from Telinta.

Like other forms of VoIP, offering Mobile VoIP services is particularly attractive since you can get started without purchasing any complex hardware or software. Telinta enables you to offer Mobile VoIP services using our cloud-based platform, together with our industry-leading Mobile Softphone solution. With Telinta, your business will have predictable monthly costs at only a fraction of a penny per minute.

With Mobile VoIP, your customers can use their existing smartphone to experience the benefits of VoIP. You can provide calls carried by the Public Switched Telephone Network (PSTN), as well as On-Net calls made between your users (similar to peer-to-peer services like Skype, Viber and others) which are not carried by the PSTN. Mobile VoIP calls can be made over either WiFi or mobile data.

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technology that is extremely cost-effective, and offers features and functionality that your customers cannot find with outdated legacy telephony methods.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 and the flexibility they desire. You can offer Mobile VoIP under your own brand, a generic brand, or as many brands as you need. You can also support as many resellers as you need via the flexible portals and other tools that Telinta provides. Resellers can be an effective way to grow your business, where you enable other service providers to sell Mobile VoIP under their own brand, using the cloud-based resources that Telinta provides to you.

With Mobile VoIP, your customers can use a convenient smartphone app to make and receiving calls via the PSTN, as well as "On-Net" calls made between your users, similar to peer-to-peer services like Skype, WhatsApp, Viber and others.

Why is Mobile VoIP such an attractive opportunity?

The Growing Trend for Mobility

Today's customer needs have changed dramatically for both business and personal calling – and mobility is of utmost importance. Mobile VoIP lets your customers both make and take calls on the go, whether they are connected to WiFi or a mobile data signal.

Work from Home

Mobile VoIP provides an excellent solution for your business customers with employees working at home. This includes mobile extensions for Hosted PBX, and more.

Popularity of Smartphones

Smartphones are well-embedded into your customers' everyday lives. These devices are familiar tools, and new uses (such as adding an app for Mobile VoIP) are easily accepted and understood. Smartphones are kept nearby 24x7x365, helping to increase minutes of use.

International Calling is Growing

International traffic (both for personal and business calls) is growing each year as more people need to communicate across borders. This enables people to manage their business and keep in touch with their loved ones in foreign countries, all at an affordable price.

Telinta can help you take advantage of all these trends and more.

Profiting from Mobile VoIP is easily within your grasp, with Telinta there to help you.



The market for Mobile VoIP is forecast to more than double in size by 2024.

The Fast-Growing Market for Mobile VoIP

A recent market study by *Grand View Research* forecasts that the global mobile VoIP market will more than double by 2024, reaching over \$160 billion. Mobile VoIP offers your end user customers the ability to make VoIP calls over mobile data, as well as WiFi.

The study states "Low data rates, inexpensive calling prices, and the presence of robust network infrastructure are expected to boost the growth of mobile VoIP industry."

The growth in Mobile VoIP presents a significant opportunity for both new and existing service providers.

How does Mobile VoIP work?

Using a mobile softphone application, such as Telinta's TeliGlobeTM mobile softphone, your users can turn their existing smartphone into a VoIP end-point, where calls are carried "over the top" (OTT) using the phone's data connection rather than the cellular voice signal. Using Telinta's hosted softswitch platform, you can route outbound calls via any VoIP Termination carrier you need. You can provide inbound calls using PSTN phone numbers provided by any DID provider you need. On-net calls between your users (not carried by the PSTN) do not require VoIP Termination carriers nor DID providers. Since Telinta does not charge for On-Net usage, these calls may be totally free for you to provide! Whether you charge for On-Net calling, or offer it for free, with Telinta you are in total control of your pricing.

TeliGlobe Mobile Softphone Application

TeliGlobe is our unique, brandable mobile softphone application for both iOS and Android devices. Your users can download the app for free from Apple iTunes and Google Play.

The app's keypad looks and functions very similar to the familiar screens your customers use today for cellular calling. Because of this, TeliGlobe will be easy and intuitive for them to use.

Set-up is easy for your users. With Telinta's cloud-based solutions, you can easily generate unique login credentials for each of your users via our softswitch platform. When your users enter their credentials, the app will configure itself and be ready to use.

You can also generate a convenient QR code for automated set-up, so that your users will not need to manually enter credentials.



The TeliGlobe mobile softphone application looks and feels like the smartphone screens your customers use today for cellular calling.

Popular Features your Users will Love

TeliGlobe includes:

- Easy Online Sign-Up for your Customers
- Automatic Configuration with User Login or QR Code
- Maximized Battery Life with Push Notifications
- Optional Prepaid Balance Display
- Flexible options to replenish a prepaid balance
- Full Range of Calling Features
 - Speed Dial
 - Call Forwarding
 - Call Waiting
 - Voice Mail
 - Video
 - Call Recording
- Messaging
- Address Book Integration
- Ring Tone Selections
- Number Re-Writing for Easy Dialing
- Screens in Multiple Languages
- Popular codecs, such as G.729

Self-Service End User Portals

To help you build a profitable Mobile VoIP business, Telinta provides you with customizable multi-language brandable web portals so that your end user customers can perform important functions all by themselves, streamlining your support.

Optional self-care functions you can offer include:

- Online sign-up and account self-care
- Replenishing a prepaid balance in any currency via credit/debit card, PayPal, vouchers and cash.
- Access to real-time Call Detail Records (CDRs)



TeliGlobe includes attractive features and self-care capabilities to help you win and retain Mobile VoIP customers.

Options to Meet your Needs

TeliGlobe is available in three options: TeliGlobe One, TeliGlobe Brandable, and TeliGlobe Elite.

TeliGlobe One:

This generically-branded option offers an attractive set of pre-defined features. The app can be downloaded by your users for free and is listed in Apple iTunes and Google Play using the icon and brand name shown in the image below. Only the generic brand will be visible, and your users will not see Telinta's brand anywhere in the app or the App Stores. In your own marketing materials, you can describe the generic brand as part of your own solution.



TeliGlobe Brandable:

Based on our generically-branded mobile app, this unique brandable option enables you to add your company name, logo, promotional text, a clickable web URL, and other capabilities to customize our generic app for only \$70 per month. Your users can download it from Apple iTunes and Google Play for free, log in via credentials or a QR code you can generate automatically from our platform, and the app will be ready to use with your service and customized per your specifications.

For a free demo, use the "Try Me" icon at: http://www.telinta.com/solutions/mobile-softphone



TeliGlobe Elite:

Telinta also offers a premium option which enables you to place your own mobile softphone in the App Stores with your own icon, branded with your company's name and logo. Contact us for more details.

Integrated Switching, Billing and Customer Management

Telinta's Mobile VoIP solution, like all of our solutions, includes fully integrated switching, billing and customer management. This enables you to offer both prepaid and postpaid service options, calling plans, volume discounts and other promotions, monthly subscriptions, and more.

Mobile VoIP is seamlessly integrated into our full portfolio of VoIP solutions. Let's take a closer look...

The Power of TeliCore's Integrated VoIP Solutions

With Telinta, you have the option to offer Mobile VoIP as a stand-alone service, or integrated into other services you provide to your customers via our hosted softswitch platform.

How can you integrate Mobile VoIP into other services that you provide?

A few examples...



Bundled Offers

Create a bundle combining Mobile VoIP calls with Residential or Business services that you provide via Telinta's softswitch platform. You can easily enable your customers to forward calls to their mobile device, have calls "follow me" and even have different phones ring simultaneously. All calls can share the same billing and promotions.



Mobile Extension

Add a mobile extension to a Hosted PBX. Many businesses have employees on the go, and with a mobile extension, you can capture their minutes of use whether employees are at their desk, working from home, or on the road.



Virtual Office

With our award-winning Virtual Office solution, you can enable small and home-based businesses to customize their own VoIP solution in the Cloud via Telinta's brandable self-serve web portals. Your users can easily configure Virtual Office to route calls to a mobile softphone, existing landline and mobile phones – without needing IP phones!



Desktop Softphone and WebRTC

Telinta also provides brandable softphone-based solutions for desktop and laptop computers (both Windows and Mac) as well as WebRTC. Both these solutions can be integrated with our Mobile VoIP solution for seamless calling plans, and more.

Our TeliCoreTM Softswitch Platform

TeliCore[™] is Telinta's Cloud-based platform and is robust Class 4 and Class 5 softswitch. It is the heart of our Mobile VoIP solution and all our other VoIP solutions. TeliCore is hosted in one of the industry's most prestigious datacenters located near New York, with additional facilities in other locations. We own and operate 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 their own 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 Interface" acts as your online Command Center where you can set up and control key functions like:

- How you route your calls
- **❖** What DID providers and Termination carriers will handle 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 subscriptions, per-minute charges, discount plans, etc.
- Reporting and analytical tools that keep you informed on how your business performs

TeliCore also provides you with brandable, customizable portals for your customers and your resellers. Having resellers can be a valuable way to build your business, and we will cover that in more detail later in this paper.

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 secure and reliable partition can be fully functional in as little as three days! Telinta's 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 <u>our</u> success is based on <u>your</u> 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 carriers and 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 route your traffic using as many providers as you wish. This gives you the benefits of balancing 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, your Mobile VoIP customers may also be interested in other services like MVNO or Residential VoIP for their calling needs. The opportunity for growth over time with VoIP is enormous!

Top 10 Things to Look for in a Mobile VoIP Solution Provider

As you start your Mobile VoIP 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 Mobile VoIP Business?

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

Origination

Mobile VoIP requires phone numbers in order for your customers to receive calls from the PSTN. That phone number is known as Direct Inward Dialing (DID) service. In many countries, your DID provider can help you to "port" existing phone numbers if you already have DIDs.

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 global destinations like Afghanistan and Zimbabwe -- and almost everywhere in between for nearly worldwide coverage! Both prices and quality vary greatly by country and by carrier.



Telinta enables you to build your own VoIP business with your own providers of VoIP Termination and DIDs. Brandable portals, resources for your resellers, and more...

Switching

This is where Telinta comes in. Switching provides the intelligence for you to route 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 your own personalized "Command Center" for configuring many of the products and services you will need in order to run a successful VoIP business.

Billing and Payment

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. Telinta enables you to offer a wide range of payment options to your users via your credit card processors, PayPal, IVR, and more.

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 functions such as 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.

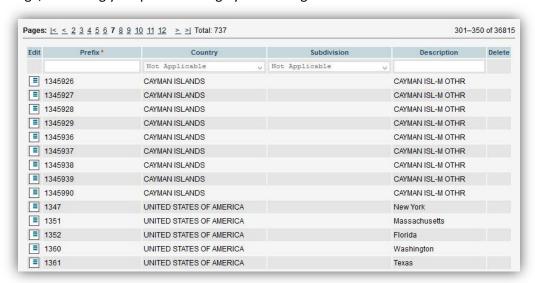
On-Net Calling between your Users

You can offer Peer-to-Peer calls between your Mobile VoIP users. Telinta offers you free "On-Net" calls between your users, regardless of which Telinta solution being used: Residential VoIP to Mobile VoIP. Mobile VoIP to PBX, or any other combination within our platform. For your users interested in *only* On-Net calls, no DIDs or VoIP Termination is required; these calls are usually free for you to provide.

Key Business Functions You'll Need to Manage

Routing

With Telinta, you can use any (and as many) VoIP Termination carriers as you'd like to carry your traffic. 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. Prices may vary even further based on which of several competing operators 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.



Price is only one factor, since call quality and downtime are other key things you need to consider when selecting your VoIP Termination carriers. 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 carriers. 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. 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, charge by the minute or by the month, add surcharges, 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 $CallMon^{TM}$ 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 VoIP service providers offer prepaid services to their users for Mobile VoIP, Calling Card, Pinless, and other services. 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, Distributors and Agents

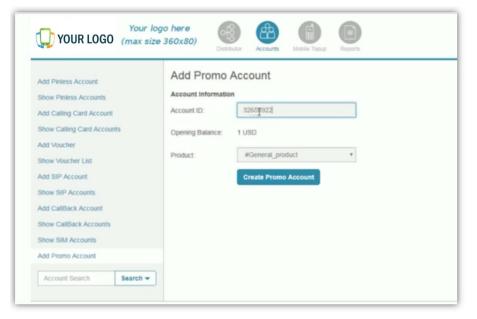
Having resellers can be a valuable part of a successful VoIP business. As your resellers grow, your business grows with them. Your resellers provide you with more opportunities than any single VoIP business could gather on its own. Recognizing this, Telinta offers a wide range of tools to help you attract 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 any of our solutions. We provide you with brandable reseller web portals. We provide you with everything you need to run reseller reports, calculate billing, 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 may earn lower prices from your suppliers. When that happens, your average cost per minute for all your customers will drop, thus increasing your profitability.

Telinta also provides you with the resources to manage your Distributors and Agents. Distributors help you build effective sales channels to reach your end users, for example enabling customers to buy Mobile VoIP credits while they shop in a grocery store or other retail location. With Telinta, you can even manage key functions for each Agent, the specific employee who makes the sale to your end user.



Telinta's brandable
Distributor Interface enables
you to better support the
sales channels that help your
business to grow.

With Telinta, you can easily set your prices, commissions, discounts and more.



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 to help you get started.

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 use. 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 Mobile VoIP services, 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

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)

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.



In addition to Mobile VoIP, Telinta's carrier-grade solutions enable you to provide Hosted PBX, SIP Trunking, Business and Residential VoIP, WebRTC, MVNO, Calling Card, Pinless, Wholesale VoIP, Audio-Conferencing, Callback, and other services.

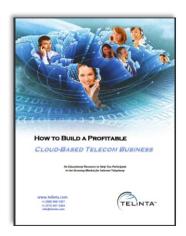
TeliCore[™] is Telinta's carrier-grade Class 4 and Class 5 softswitch platform, integrating Telinta's cutting-edge VoIP solutions with world-class Switching and Billing capabilities. TeliCore is specially designed to enable telecom service providers around the world to easily integrate the many pieces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

Please visit us at <u>www.telinta.com</u> 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.

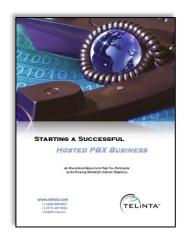
Please visit our webpage to download these and other white papers from Telinta.



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.



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.



Entering the High-Growth Market for WebRTC

Read how you can use Telinta's cloud-based platform to offer WebRTC. You can offer both inbound and outbound calling via your user's WebRTC-capable browser. Offer prepaid and postpaid calling on a stand-alone basis, or bundled with our full portfolio of white label solutions.

Contact us to receive a free copy of this White Paper.