



HOW TO BUILD A PROFITABLE ***CLOUD-BASED TELECOM BUSINESS***

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

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Introduction

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.

With Voice over Internet Protocol (VoIP) you can offer your customers cost effective rates, helping you to win customers away from larger, more expensive phone companies. Many large telecom providers around the world are slow to react to technological change and are still using outdated equipment, charging much higher rates to cover their costs. With VoIP, you will have a more flexible, cost-effective technology advantage.

“With Telinta hosted softswitch solutions, you can access cutting-edge switching and billing ‘through the cloud’ without purchasing any special hardware or software.”

VoIP has truly opened up the telecom marketplace so that even small companies can compete and win.

The timing has never been better to start a telecom business; here are a few examples of trends that work in your favor:

❖ **International Calling is Growing**

International traffic (both personal and professional) grows each year as both families and businesses need to communicate across borders. Fueled by competition and cost-effective VoIP technologies, the demand for international calling grows even higher as calling has become more affordable.

❖ **Popularity of Portable Devices**

Smartphones and tablets allow customers to make calls in a variety of ways. They also facilitate innovative calling solutions based on WiFi, 3G/4G/5G, SMS/MMS and other technologies that create opportunities for innovative VoIP services. We’ll discuss these later.

❖ **Unprecedented Bandwidth Speeds**

With broadband becoming more popular and more affordable, many homes and offices 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, without purchasing any special hardware or software.

Telinta can help you take advantage of all these technology trends and more. Starting your own profitable telecom business is easily within your grasp.

Attractive Telecom Services You Can Offer

There are many different telecom services that are attractive for the marketplace, and easy for you to offer with the right technology partners.

One key benefit of using Telinta is that we offer a full range of VoIP services, all on the same 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 several popular VoIP services. Some, such as mobile or Virtual Numbers, may be attractive to both businesses and consumers.



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 business calling features, also with attractive savings. Telinta also offers a unique solution for easily provisioning many popular 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. SIP Trunking from Telinta enables you to replace outdated voice lines provided by local telcos with a streamlined, all-IP solution.

Mobile: Using a mobile softphone app, your customers can make and receive VoIP calls with their mobile phones, for example as a mobile extension to Hosted PBX. Telinta can provide you with a brandable mobile softphone, and our platform can support other standards-compliant softphones if you prefer. TeliSIM™ is another innovative mobile solution that enables you to offer highly profitable MVNO services to travelers via Mobile Data, using a mobile softphone for voice and messaging.

Desktop

Softphone: Desktop Softphones are a key part of your “work-from-home / work-from-anywhere” offer. In addition to a brandable Desktop Softphone application for Windows, Mac, and Linux, you can also offer brandable WebRTC, which is a web-based softphone that does not require installing any applications. Both can also support BLF and an Operator Panel.

UCaaS: Unified Communications as a Service (UCaaS) is a fast-growing solution for your business users which combines multiple solutions. Telinta’s robust portfolio of solutions can help you create your UCaaS offers, tailored to meet different customer needs.



Consumer Services

Mobile: Just as your business users need mobile, consumers do too. They can download our mobile softphone app for free from both Google Play and Apple iTunes to make and receive VoIP calls with their mobile phones. Telinta can provide you with a brandable mobile softphone, which can add an optional menu of capabilities showing your company message and logo, a clickable URL, contact us, a rate calculator, make payments directly from the app with credit cards and PayPal, and even a way to invite friends and family to use your service to help your business grow.

Calling Card and Pinless: Want to serve countries and communities that are accustomed to prepaid Calling Cards and Pinless? Telinta offers you comprehensive online tools to help you sell through resellers and distributors to take your Calling Card/Pinless business to the next level, including convenient recharge options for prepaid user balances, automatic recharge, customizable multi-language IVR, speed-dial, and more.

Residential Telephony: Cost-effective VoIP offers an economical option for your users to still retain a home phone separate from their mobile phone. Rather than cut the cord completely on wired service, many customers move their home phone number to more cost-effective feature-rich VoIP providers.

Call Shops: Retail shops offer economical calling in certain countries and areas, powered by low-cost VoIP! Telinta offers a web-based solution, with no hardware or software to install. You can easily and securely manage your Call Shop business through your web browser.

Virtual Numbers: Perfect for both consumers & businesses, our Virtual Number solution can forward calls wherever your customers want them go, on whatever phone they use. Users can access your service to make changes to their call routing via a brandable self-serve portal.

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



What is a Softswitch?

The device that routes phone calls from one place to another is called a “switch.”

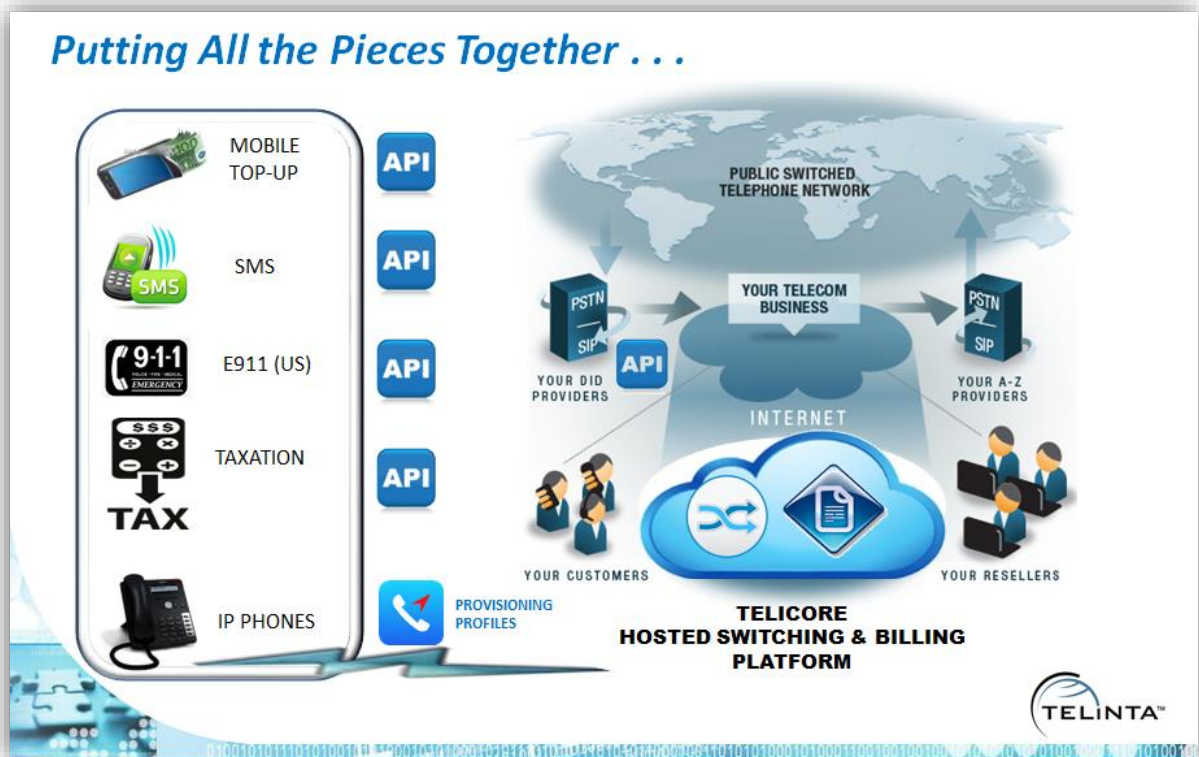
Changes in telecommunication regulations, along with technological advances in Internet Protocol led to the development of a new type of switch using general purpose servers and VoIP technology, called a “softswitch.” This new technology became available not only to large telecom providers, but also to smaller companies or even individuals. Today, it is easier than ever to offer telecom services to businesses, resellers, and consumers.

A softswitch is the heart of any VoIP telecom business. While less complex than traditional switches, a softswitch still requires an array of servers collocated in a datacenter, linked to data storage and connected to the world via high-speed data connections.

A softswitch provides the intelligence that routes calls from their point of origination to their destination, based on the special configurations that the telecom service provider sets up in order to manage their business. A softswitch integrates two very important parts of how your calls are routed, known as Origination and Termination, which will be discussed later.

Telinta provides you with a hosted softswitch platform that becomes your primary technology tool in building and running a successful telecom business. We provide you with the framework to:

- ❖ Offer feature-rich voice services
- ❖ Attract and retain customers with substantial savings and flexible offers
- ❖ Manage your vendors for Origination and Termination to balance both cost and quality
- ❖ Easily access your accounts with providers of other services (ie, mobile top-up, SMS, etc.)
- ❖ Grow your business through other entrepreneurs who resell your services



What is a “Cloud-based” Hosted Platform?



Many technologies today are moving away from the more rigid methodologies of the past, towards more advanced “Cloud-based” ways of delivering services. Simply put, using a Cloud-based solution means that you are accessing someone else’s technology platform through a network connection. (In engineering, solution piece-parts such as a database or a router are each represented in technical diagrams by a unique symbol. The symbol traditionally used to portray a network in these diagrams is a cloud, and thus phrases like “through the Cloud” evolved over time.

TeliCore™ is Telinta’s Cloud-based platform and is robust Class 4 and Class 5 softswitch. TeliCore is hosted in one of the industry’s most prestigious datacenters located in the New York area, with additional facilities in key markets across the US, Canada, Europe, and Asia. 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 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. No hardware or software to install or operate!

You and your resellers can manage many important aspects of your telecom business with our easy-to-use web portals from 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 carriers will carry your traffic for both inbound and outbound calls**
- ❖ **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**

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 “Environment” on TeliCore that is yours and yours alone. Your Environment can be ready for you to begin 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 every day of the year to help you!

Bring your own termination / origination providers










TeliCore enables you to use any provider you need for VoIP Termination, Origination and other key services. Our flexible routing lets 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. (We’ll discuss this further in the next section.)

Growth by adding new services to your portfolio

The previous section listed the various types of services that you can offer. 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 Hosted PBX service to businesses, those same customers may also be interested in other capabilities as tools to help their company, for example adding a Mobile or Desktop Softphone, additional phone numbers, voicemail transcription, mobile encryption, and more. The opportunity for growth over time with VoIP is enormous!

Top 10 Things to Look for in a Hosted Solution Provider

A hosted solution is a vital component in launching and running your telecom business. Here's a list of things you should keep in mind when selecting your provider.

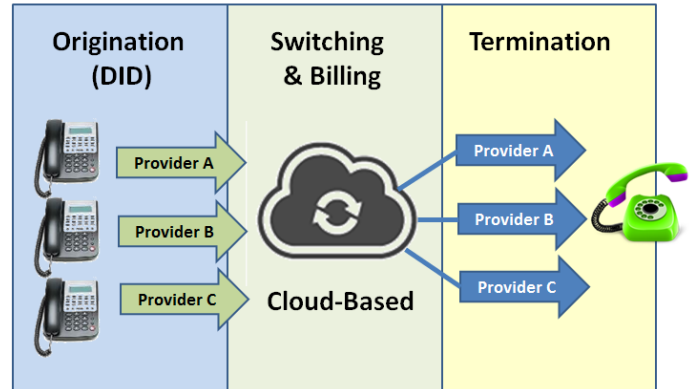
-  **1. Stable Company**
How long has your provider been in business? Do they have a proven track record of success over the long term? Telinta has been in business since 2002 and we are a leader in the marketplace.
-  **2. Stable Platform**
Is your provider's platform stable enough to help you avoid downtime and performance issues? Do they run daily offsite backups of your vital data? Our 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 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/Origination 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 portals? 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 benefits that many new businesses may need? With Telinta, the usage you incur this month appears on your next month's postpaid invoice.

What Do You Need to Start a Telecom Business?

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

Origination

Some telecom services require an access number that user dial in order to initiate a call. For example, callers dial your user's PBX main number where they are greeted by an announcement (in any language you need) and prompted to enter their extension, or use a dial-by-name directory. That phone number is known as Direct Inward Dialing (DID) service, making users callable from via the PSTN. One of the advantages of VoIP is that your customers can call "user-to-user" via free on-net calling, without the need for a DID, making that call more economical for you to provide, whether you charge the user or not.



Termination

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 Afghanistan and Zimbabwe -- 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 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.

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 postpaid 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 brandable self-care portals where, 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 real-time CDRs, see and download invoices, make online payments, and more.

Other services that complement your business

Some telecom providers use additional services as part of their business, such as SMS messages to send customer alerts, or Mobile Top-Up that enables your customers to make payments on the mobile accounts of loved ones living other countries. There are a wide variety of services that you may use to compliment your business. Telinta's platform is already equipped with Application Programming Interfaces (APIs) that let you access a variety of leading service providers. TeliCore is also flexible enough that we may be able to add new capabilities at your request. This level of flexibility and customization makes Telinta unique.

Key Business Functions You'll Need to Manage

Routing

With Telinta, you can use any (and as many) Termination providers as you'd like. But remember, the provider who has the best prices for calls to USA might not have the best prices for calls to Brazil, Egypt, or Canada. 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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		Not Applicable	Not Applicable		
	1345926	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	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 Termination providers. To help you find the right mix that meets your business goals, Telinta offers flexible routing that lets you both price and quality in balance.

Least Cost Routing (LCR) is an option which lets you use multiple 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 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, bill by the minute or by the month, offer volume discounts, special promotions and more. You control your prices.

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

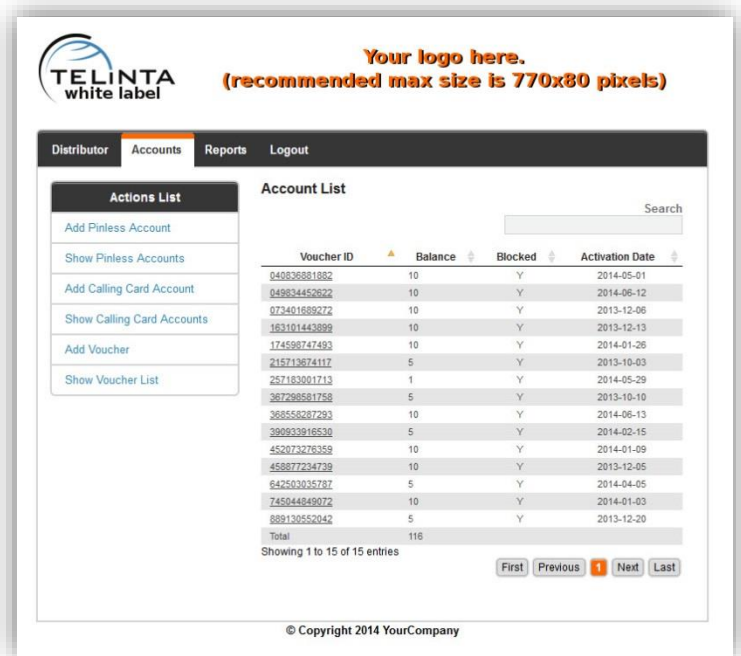
As described earlier, some services (such as Calling Card or Pinless) are prepaid. The customer purchases an allotment of calling in advance, for example five dollars, five euros or virtually any currency you need. By calculating their exact balance as their call is in progress, TeliCore knows when their payment has been used up. Without Telinta's real-time billing, prepaid services would not be possible.

Telinta is integrated with dozens of credit card processors worldwide, plus our unique PayPal plug-in.

Resellers

Having resellers can be a valuable part of a successful telecom business. As they grow, your business grows with them. Whether selling to consumers or enterprises, resellers provide you with more opportunities than any one telecom 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.

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. The sessions are recorded, and you will receive a copy of the recording to use as a reference in the future.

We'll walk you through key functions on our platform that you'll need to know. At the end of this hands-on training, so that you can make 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. We can even customize a solution especially for you, based on your unique needs.

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 a full portfolio of white label services to businesses or 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 starts at only \$400 per month, with discounts that grow as your business grows, reducing your overall costs per minute.

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 can easily accept credit/debit card payments, plus PayPal. Our brandable Distributor Portal even enables you to accept cash payments.

You've learned about how the key components of a VoIP call 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.: 1-973-544-6151 (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 include Calling Card, Pinless, Callback, hosted PBX, Call Centers, audio-conferencing, Business and Residential VoIP, Wholesale VoIP and other services.

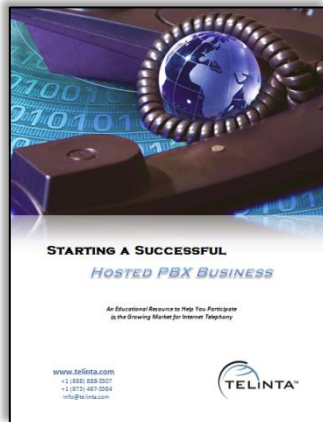
TeliCore™ is Telinta's carrier-grade Class 4 and Class 5 softswitch platform, integrating Telinta's cutting-edge VoIP solutions with world-class Switching and Billing capabilities. TeliCore is specially designed to enable telecom service providers around the world to easily integrate the many pieces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

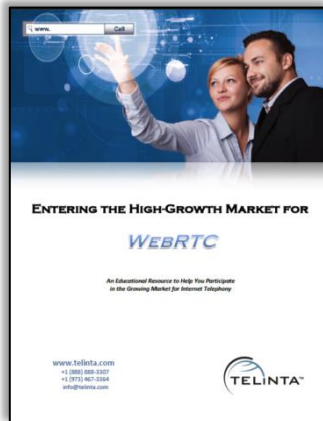
Please visit our webpage to [download](#) these and other white papers from Telinta.



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.

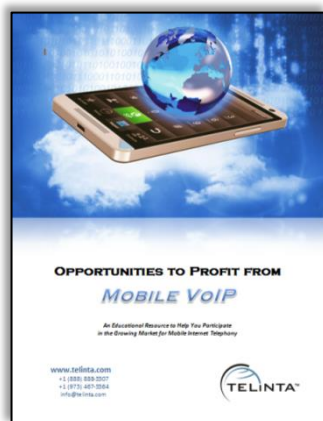
[Contact us](#) to receive a free copy of this White Paper.



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.



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.