



Overview

Calling Cards business is one of the top-entry businesses in the VoIP Industry. The foundations of that trend lie above all in the reduced credit risk for VoIP providers, reduced operational costs, and the convenience for the end customer.

EyeBill Prepaid Calling Cards™ aims to address the needs of start-ups and mediumsized companies who appreciate the advantages of VoIP Calling Cards business model.

>> Who is that solution designed for

- Start-ups planning to enter the VoIP Business
- Existing VoIP operators/call shop owners who aim to expand the range of their VoIP services and increase profitability
- Existing VoIP operators with large and growing customer base, which requires a very flexible solution for targeted marketing
- Existing VoIP operators who need more stable and full-featured calling cards billing system
- Calling card overseas agents who would like to bypass country-specific regulations regarding VoIP licences

>> What is EyeBill Prepaid Calling Cards Solution™

With EyeBill, prepaid calling card services are just as easy to implement as to make a few entries into the system and your business is on its way.

EyeBill Prepaid Calling Cards provides full debit services, including disposable and rechargeable cards. It is designed for easy creation of card batches by using EyeBill Lot- and PIN Generation tools.

Prepaid calling cards clients receive service precisely for the prepaid card amount - the system keeps track of the customer account balance, reducing it according to service usage. The EyeBill Client Monitor allows prepaid calling card owners to view detailed information of their call history and remaining balance.

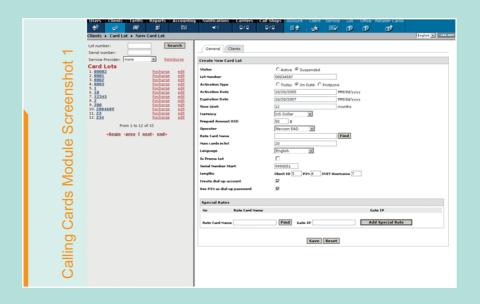
This solution provides also a real-time payment database for tracking, viewing and editing payments entered into the system.

A single calling card can be used to support both voice- and internet services.



>> Highlights

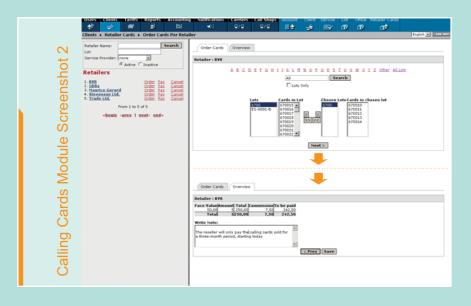
- · Rechargeable and non-rechargeable calling cards
- Retailer management
 - » Profile creation
 - » Setting and changing the retailer's commission amount
- · Client Monitor for calling card owners to check their remaining balance
 - » Comparative call history
 - » Total number of voice calls and minutes
 - » Total cost of calls and remaining balance in the calling card
- · Implementation of sophisticated pricing plans and promotions
 - » Progressive pricing based on call duration
 - » Cross-product discounting
 - » Bundling of value-based services
 - » Optional connection charges for the end-customers
- · High customization
 - » Creation and definition of User Profiles
 - » Creation of groups and change of group status
 - » Modification of Group rights
- · Flexible rating and taxation
 - » Numerous lot activation schemes
 - » Lot payment options for retailers
 - » Destinations and destinations groups management
 - » Call rates management
 - » Charges Management
- Reliability
 - » Fast PIN activation and deactivation
 - » Fraud detection
- · Effective management tool
 - » Prepaid Cards Revenue report based on different variables (Account, Call, Client, Invoice, Key Account, Office, Payment, Retailer, PIN Inventory Report)
 - » Predefined report
 - » Special customized reports
- · User-friendly
 - » Automatic prepaid lot and PIN generation
 - » Card reporting tool



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Benefits

- · Monitoring of card retailers' activity
- · Up-to-date and reliable call statistics to aid decision-makers
- · Trustful client relationship
- · Decreased time costs
- Targeted marketing and customization
- · Low project cost as compared to the nearest competitor
- Ability to test unlimited pricing schemes
- · Calling cards and internet services with a single product





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Technology

- 1. The VoIP provider generates cards in series called LOTs
- The VoIP provider exports the PIN numbers and card number for outsourced printing of cards
- 3. These cards are assigned to the offices of the provider
- 4. Retailers, already registered in EyeBill system, order cards
- From one of his offices, the VoIP operator assigns card LOTs to the office retailer
- 6. The retailer takes the physical cards and pays them after they get sold (The retailer can return entire LOTs or separate cards if they remain unsold)
- Upon a client call, the system keeps track of his/her account balance, reducing it according to service usage
- 8. When the balance bottoms out, the service is disabled in real time and the customer must then recharge the account.



Technical requirements for installation

Server Operating System	All Java enabled OS - Platform independent MS Windows NT 4.0/ 2000/2003 server, Macintosh/ Unix /Linux/Solaris etc.
WWW Server	Tomcat 4.0.6
Database	MS SQL 2000 with latest service pack and patches
Hardware vendors	all RADIUS based systems Cisco Systems, VocalTec, Quintum, MERA

