



EYEBILL

VoIP Billing Platform

The System Inside *operational modules*



YOU HAVE THE POTENTIAL



WE GIVE YOU CAPACITY

EyeBill Billing Platform is advanced component-based modular product, which is the absolute billing and customer care solution for large, medium-sized and start-up VoIP service providers. It offers perfect match to the individual requirements of any business model within the VoIP industry. The interface of

the platform is web-based and can be used by companies with offices in different geographical regions without the need of installing additional software. Apart from being flexible and allowing for customized configurations for different clients, the solution avoids the pitfalls of existing ones on the market through its fine-tuned operational modules.

Benefits

- Services flexibility
- System scalability and stability
- Reliable back-up for business operations
- Real-time feedback on service demand
- Empowered management decisions
- Personalized approach to your customers
- Improved efficiency
- Revenue maximization
- Minimal risk of human errors





Users Module

The Users Module is used to **create and define system users' profiles**. The module is **utilized by billing administrators** for administrative management of system users and retailers.

General Users – empowered billing administration

- Creation and definition of user profiles
- Creation of groups
- Change of group status
- Definition and modification of group rights
- Rights delegation options

Retailers – empowered retailer chain management

- Creation and modification of retailer profiles
- Retailer commission management
- Retailers' offices management
 - Retailer office revenue
 - Management of key accounts for retailers
 - Sub-retailers

Retailer management functions (distributed between the Users and Clients Modules) allow an organized and focused analysis of your retail business operations. With this module you can effectively **monitor users' activity**



Clients Module

The Clients Module is designed for the creation, modification and **management of client accounts** and client profiles. With the account generation function, the authorized billing administrator includes all account details, including bank details, currency with a corresponding exchange rate, as well as various invoicing options. In addition, the Clients Module facilitates **retailer and calling card series management**.

The module's basic functionalities include:

- Account creation
 - Assignment of clients per account
 - Services configuration
 - Assignment of services per client and per account
 - Allocation of advanced invoicing features per account
- Prepaid cards' series management
 - Pre-paid Calling Card generation: with random or sequential client IDs
 - Calling Cards series activation and deactivation
 - Setting fees— initial and/or recurring
 - Calling Cards allocation per retailer/ company office
 - Calling Cards series payment
 - Manual or automatic adjustment of the calling cards' balance
- PIN Management
 - PIN generation
 - Calling Card activation and deactivation
 - Calling Card recharge

With its multiple and flexible features, the Clients Module is the **starting point for your services customization**.



Tariffs Module

The features of the Tariffs Module include the creation of charges for specific clients and accounts. It enables a one-click entry of all destinations, quick creation of rate cards, and drag-and-drop masks generation. All of these options allow the creation of easily customizable and highly sophisticated **pricing scheme development** that ultimately increase the effectiveness of their marketing and sales divisions.

The fundamentals of the Tariffs Module are:

- Unlimited number of rating plans
 - Diverse types of rating: per transaction, per minute, per Megabyte etc.
 - Definition of debit, credit or limited credit billing
 - Usage-based rates
- Flexible pricing of calls by:
 - Time intervals of the day
 - Special days
 - Rate cards
 - Unlimited number of destination

- Support for flexible tariffs structures (based on % discount, reduced rates, time-intervals)
- Fees management
 - Automatic charging at predefined periods (weekly, monthly, etc.)
 - Setup (one-time) charges
 - Setting unlimited number of fixed fees
 - Setting discounts
 - Setting variable subtype fees relative to amount of the total call price, call destination or call duration
- Services section for bundling different billing and routing rules to facilitate fast and easy assignment to accounts, clients or series of prepaid cards

Tariff's Module introduces maximum flexibility to your services pricing: tariffs for each specified destination and time interval can be either quickly and easily imported or defined online. You can define the desired tariffs by easily converting the complicated marketing and sales pricing strategies into structured schemes. EyeBill Tariffs Module helps you customize services and add value to your business as a VoIP provider.

» Reports Module

The Reports Module is not simply an effective, **analytical marketing tool** — it enables the creation of sophisticated reports, which makes it the top competitive advantage for your business operations. The billing system user can investigate trends in consumer behavior, and take advantage of the trends monitoring by grouping customers according to their service preferences (such as top destination, peak hour etc) and implementing tailored pricing schemes and service configurations per account. Reports Module also serves as a powerful Service Quality Management tool.

The Reports Module allows the creation of:

- Predefined reports
- Special customized reports

The system runs reports by four major groups:

- Clients (individuals, accounts, types of accounts)
- Calls (including PIN inventory report)
- Geographical outlets (offices, call shops)
- Payments (invoices, pro-forma invoices, actual payments, revenue etc)

Depending on your own business model needs, the system allows the creation and modification of specialized reports. Following the intuitive interface and the step-by-step report wizard, system users can create diverse and need-based reports and statistical analysis that are an irreplaceable **measurement** for the company's market and financial performance and essential **basis** for deciding on the **optimum allocation of resources** and efficient revenue saving measures.

» Finance Module

The Finance Module **bridges your billing and accounting processes**. Within it you can receive payments, issue invoices, maintain customer financial data, and keep track of the paid/unpaid services. The Finance Module allows for a relationship with third parties like banks and second VoIP operators to be set. Within this module, the billing administrator can:

- View
 - Account payment history
 - Invoice print history
 - Commission history
 - Every issued invoice
- Amount due by the clients of a given account
- Invoicing
 - Enter payments
 - Generate/print/fax/e-mail proforma invoices
 - Set currency preferences
 - Set banks and daily exchange rates for a second currency
- Run revenue report by account, including overpayment reports
- Generate and pay commissions to the retailers and agents
- Set VoIP operators

Finance Module is designed to fit the company-specific requirements for financial document layout and info structure.

» Alerts Module

The Alerts Module is used to predefine, edit, and **manage the alerts sent to the clients of the operator**. The billing administrator can choose from a large list of predefined events to create triggers for automatic alerts and filtering the alerts by various criteria. Recipient Groups are assigned to Alerts, along with their corresponding triggers. In that way each client or client group gets informed automatically and in realtime about their invoices issued, pending payments, reaching client debit/credit limit, etc.

The Alerts Module serves as an **excellent CRM tool**, tailored to the individual requirements of the billing user and the needs of his customers.

» Carriers Module

This module **handles all relations with carriers** like suppliers of termination traffic and receivers of origination traffic. The module describes the connectivity with local last mile operators (like PSTN, mobile operators) and other partner carriers.

With the Carriers Module you:

- Define the partner carriers
- Define the connectivity with the partner carriers
- Define carrier-to-carrier rates
 - Price recalculation process for past periods
 - Point-to-Point Rates
- Compare the prices of the carriers with a Least Cost Routing (LCR) table
- Measure the quality of the carrier service with Call Completion Ratio, Average Call Duration factor, successful call attempts, etc
- Perform profit/loss analysis for every carrier and destination
- Maintain the settlement procedures with the partner carriers
- Run specially designed carrier reports

EyeBill Carrier Module enables wholesale operators to **successfully maintain their partner relations** and **sustain profit margins** due to the advanced billing for current and past periods.

» Routing Module [External Dynamic Routing]

EyeBill External Dynamic Routing is an optional product that can be added to the Billing Platform's interface as a Routing Module.

EyeBill External Dynamic Routing is a real-time mechanism for **advanced call routing over an IP network**. The module's main advantage is that it allows the user of EyeBill Billing Platform to define routing by an input of any measurable variable. Within the tariffs module routing plans are then assigned per customer at the billing administrator's discretion.

Upon a customer call, EyeBill's Routing Engine orders all possible carrier routes for a given phone destination by their priority, which is relative to the preferences of the predefined customer group: the system recognizes the group, to which a given customer belongs, and sends the routing rule corresponding to his/her group to the VoIP session controller for implementation.

In the Routing Module the billing administrator manages the company's VoIP call services by:

- Entering carrier routing options
- Creation of route lists
- Definition of routing plans by combining any measurable criteria (ACD, ACC, ASR etc.)
- Setting service quality- price thresholds based on these criteria

The system performs automatic monitoring of the service quality/price levels to deliver **customer-tailored services with stable cost and quality**.

You **Have the Potential**
We Give You the **Capacity**

Prepaid Calling Cards
VoIP Origination and Termination
Web-based Services
Feature-based Services
Prepaid Services Billing
VoIP Call Center
VoIP Retail
Internet Access



» Call Shop Module

The Call Shop Module is designed to facilitate all aspects related to a **call-shop chain administration**. The billing is based on a client-server technology, which makes possible the monitoring of the call shop service usage in real-time and from a single geographical location without the need of installing additional software. The module's basic functions are:

- Creation and activation/deactivation of callshops
- Creation and activation/deactivation of cabins
- Assigning callshops to users/administrators
- Pre- and postpaid scenarios for the VoIP callshop customers
- Individual pricing policies for each call shop
- Multiple currency preferences
- Receipt generation

» Features


Supported Business models

EyeBill VoIP Billing Platform provides billing for the following VoIP businesses:

- Calling Cards
- Callshops
- Prepaid Services
- Postpaid Services
- VoIP Retail : Residential Clients, Corporate Clients
- Wholesale Traffic — Voice Over IP Origination and Termination
- Interdomain
- Internet Access
- Fax over IP

Business Aspects

- Real-time billing of customers' and partner carriers' traffic
- Flexible billing by:
 - Customer
 - Account, containing multiple customers
 - Time increment
 - Destination
 - Originating gateway
 - DNIS
 - Traffic
- Support for various pricing schemes and promotional strategies
 - Multiple fees per client and account
 - Setup fees, recurring fees, recurring bonuses (free minutes)
 - Connection charges
 - Discounted rate plans per client and account
 - VoIP services bundling
- Powerful reporting engine on accounts, calls, carriers, traffic, usage, profit, loss, service quality and payments
- Advanced External Dynamic Routing functionality (optional)
- User-friendly interface
- Hierarchical structure of:
 - Accounts:
 - Resellers:
 - Users:
- Advanced accounting for payments
- Carrier settlement for both current and past periods
- CRM functionalities
- Client Monitor enabling customers to view their account balance and call history on-line
- Diverse payment options for customers
 - On-line
 - SMS
 - Credit card
 - Wire transfer
 - Cash
- Customization of invoices by i-net Crystal Clear
- CRM functionalities



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