

Ingress International™



Product description

Ingress International™ is an incoming traffic product based on DID numbers and network of a mobile or fixed network carrier who operates on a Mobile or Fixed Termination Rate high enough to make business sense for a revenue-sharing agreement.

All we need is a pool of DIDs from and a revenue-sharing agreement with our Partner Network Operator.

Stage 1

We get interconnected with our Partner Network Operator's network to be able to receive the traffic our clients will create. Then we install Value-Added Services (VAS) on the numbers we got from our Partner Carrier. Our content service partners promote the numbers and the VAS content worldwide and organise clients (end users of the VAS) to call the numbers and send the traffic to our Partner's Network.

Stage 2

The clients and their end users originate calls worldwide and the thus-created ingress traffic is routed to the network of the Partner Carrier by his roaming/interconnected carriers. The Partner network operator routes the traffic to our network through the interconnect. Sometimes our POP collocated in the Partner Carrier's network and in other cases we use the Internet (IP Sec. or open).

Stage 3

We terminate the calls in our network or in the networks of our clients. The traffic never re-enters the PSTN. The interconnect partners of our Partner Carrier pay for the traffic to terminate in his network. The thus-created stream of additional revenue is received by our Partner Carrier, who divides it and sends part of it to us. Subsequently, we pay the content service providers for the VAS installed on the numbers.

Call centres



This is a typical service type rendered with our Ingress International numbers. This type of service includes all sort of info services where the information is provided by a live person or an IVR system. The most typical services include directory inquiries, services inquiries, bonus sales and promotional sales info.

Audiotext solutions



A popular service, through which the caller is asked to get his or her personal information and gets a unique number, which he or she call each time he or she wants to listen to a horoscope or hear a daily prompt or piece of personal advice. The service is also used for biorhythm calculation or diet consulting.

Chat services

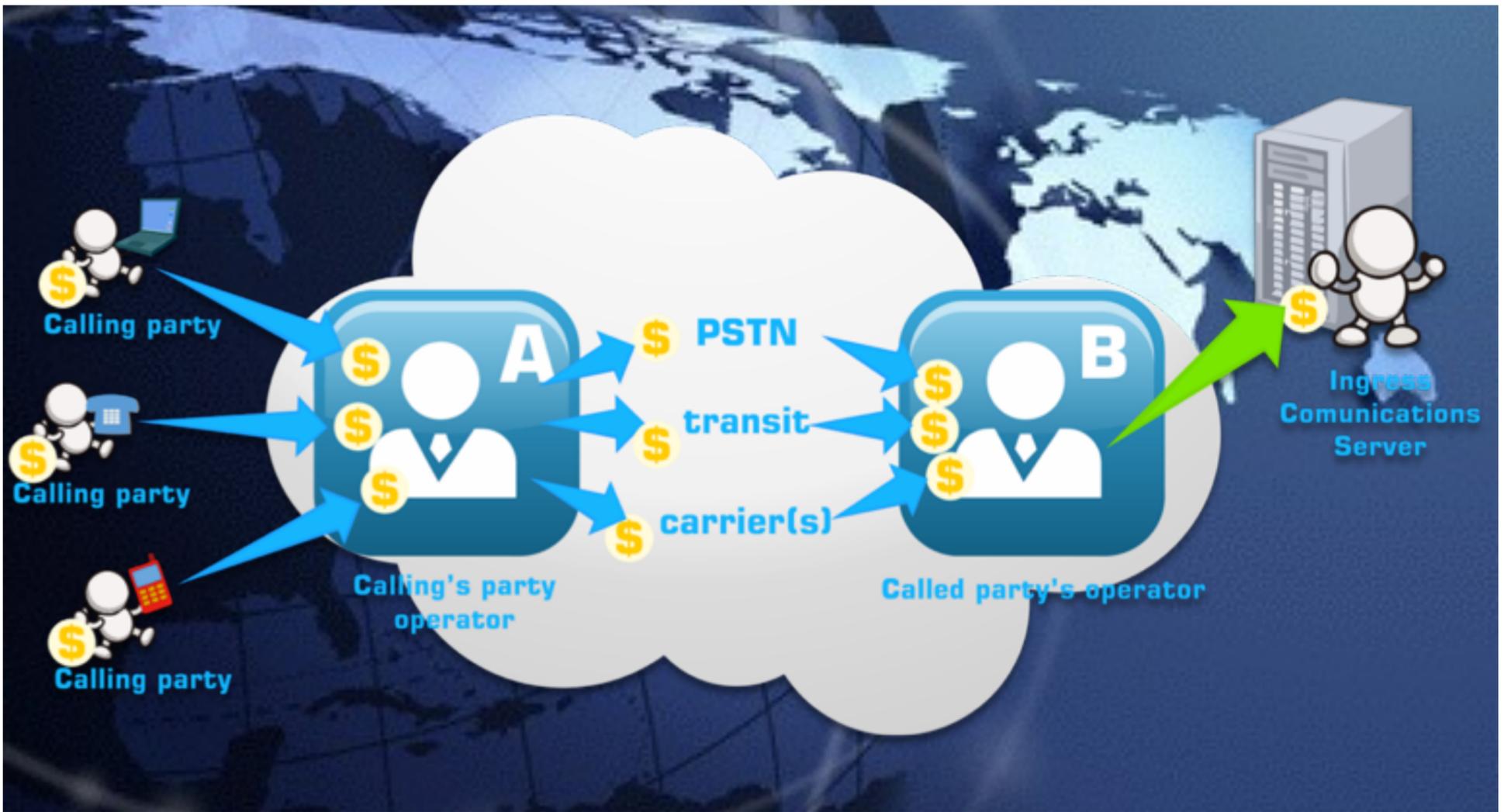


Free Chat is a service similar to a conference call. The difference is that the callers can subscribe to some particular chat rooms permanently. Each time the callers call any of these numbers, they can automatically start a conversation with anyone currently using that room. The rooms are defined and created/deleted on a web page.

IVR-based VAS



Some of our clients use the numbers for radio streaming, e-pay services, call-in quiz competitions, fortune-telling, lotteries, adult stories or adult chats. Each time we launch a service, we make sure it complies with the legal requirements of the country the DID numbers belong to.



Revenue assurance and abuse prevention

Telecom fraud or abuse is a phenomenon affecting B2B market, B2C market, international wholesale market and all other aspects of telecommunications. It is not specific to incoming or outgoing traffic – simply there will always be people who will seek unfair advantage to make money on handset theft, outgoing calls (traffic failed to be paid) or incoming calls (rate abuse).

Our principal assumption is to allow international content service providers to benefit from their services by participating in the revenues generated by people calling their service phone numbers from different parts of the world. The general idea is to make these services available internationally, which stays in line with the current trends of globalisation. Ingress International is similar to premium rate services, but there is two distinct differences, which make our services unrivalled in the market and trouble-free for our Partner Network Operators.

- The access rate to the services is NEVER higher than the access rate to any other number in a given country, which eliminates the problem of telephone fraud;
- The access rate to the service numbers is the same for each interconnected telecom operator, which eliminates unfair competition between carriers.

This is why we have managed to attain the highest service quality standards and eliminate the instances of fraud or blocking out the numbers. For the last two years of activity, we have managed to reduce the overall complaint rate down to less than 1.6% out of over 14 million minutes. This does not exceed the normal billing discrepancy rate for international wholesale traffic. Our platform is equipped with the latest traffic monitoring and anti-fraud tools to ensure we are fully compliant International Revenue Share Fraud (IRSF) principles as defined by the GSM Association.

Earn your profit safely and fast

Traffic safety and quality has been a key issue to make Ingress International™ a successful product in the market and a trouble-free business to our Partner Network Operators.

Depending on how good is the access to our Partner Operator's network and the reasonable rate per minute we can offer to our over 2,800 clients worldwide and content service aggregators, we are in a position to produce a stable monthly volume of **1-3 million minutes of additional ingress traffic to reach the Partner Operator's network, which is 100% extra profit for our partner. There is no CAPEX or OPEX required to win this profit.** The project is 100% secure to our Partner Operators as they are always to get paid first and control the cash flow of the project.

Technical setup



The project requires an interconnection between our platform and the network of our Partner Network Operator.

We typically install VoIP servers to interface the networks of our partners. A single system is capable of transferring 120 (4 x E1) or 240 (8 x E1) simultaneous calls (signalling DSS1 or SS7). The servers are stackable, which makes the size of the interconnecting interface flexible.

The POP also needs to be interconnected with appropriate speed IP network, with symmetrical traffic load balance, with a static IP address pool. The access to the IP network and the pool of the IP addresses are provided by the Partner Network Operator.

Alternately, we offer the Partner Operator a SIP-based interconnection, which further simplifies the network topology and makes a project deployable instantaneously. Many TDM and GSM carries have full SIP functionality in their networks, which makes a new deployment CAPEX and OPEX-free for both parties. For some networks, we use the open internet, yet it is preferred to use a dedicated IP tunnel, which improves the traffic quality and helps network security.

In our project, the entire CAPEX in the network equipment is borne by us. The Partner Network Operator usually takes care of the following:

- Let us use blocks of 1000 or multiples of 1000 subscriber numbers of the Partner Operator's numbering Carrier's network. The network numbering resources. The DID's are usually allocated in batches of 200 or 500, as necessary;
- Collocate our equipment and interconnect our hardware with the Partner Carrier's network as the parties agree online. Alternately, when the parties choose SIP to be the protocol, the best solution is a SIP-trunk with a capacity of 120 or 240 simultaneous calls. In the case of SIP interconnects, no collocation of any equipment is necessary;
- Sign a Revenue Sharing agreement with us for any incoming traffic that is routed to the allocated numbers from anywhere in the world except the Partner Operator's network.
- Forward any incoming traffic to our network.

Where does the traffic come from?

To win incoming ILD traffic we work with some of the world's leading content service providers, telemedia companies and content service aggregators. Our biggest partners are based in Switzerland, France, Germany, the UK and Hong Kong. They are able to win stable volumes of incoming ILD traffic from all over the world. The CLI profile follows the geographic areas and countries that the services were promoted and the target markets (e.g. the languages the services are prepared in). Our biggest sources of traffic are, depending on the solution (DIDs and payout combined), India, Pakistan, the UK, Eastern Europe and the USA. We have recently seen an increasing number of South American CLIs.

In summary, we are justified to say that Ingress International™ is truly international.

