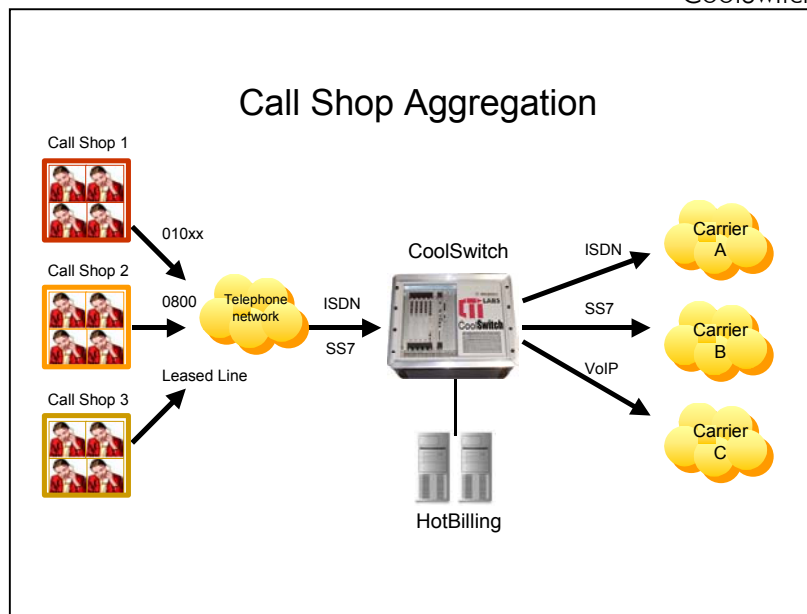


Call Shop Aggregation

Services for Carriers

- Better purchasing conditions
- Prepaid billing with call shops
- Quicker service launch
- Economical expansion in new markets
- Higher customer satisfaction

With a CoolSwitch platform you can aggregate the traffic of numerous call shops and buy the minutes at wholesale rates directly from Carriers. Each call shop routes the calls to the CoolSwitch, either through CLI (Caller Line Identification) based routing, 1xxx Carrier preselect routing, or through direct access (leased line).



The Least-Cost Routing module optimizes the costs and routes the calls to the Carrier with the lowest tariff (A, B, C).

Your benefits:

- Thanks to the integrated real-time Billing system you can offer Prepaid minutes to the call shops. In that way you avoid bad debts and reduce your financial risks. You do have more cash flow so that you can expand more quickly. Credit check is not required any more.

- For you, as an operator, the time and cost for maintaining and managing your call shops is increasing as the number of call shops grows. Thanks to a central CoolSwitch the updating of the Carriers' tariff tables and the routing tables needs to be done only once.

- With a centralized administration the technical requirements for each call shop are reduced. Due to less expensive PBX equipment you can expand more quickly.
- You can check the profitability immediately and at any time: without downloading the different statistics from each call shop.

- Your customers will be more satisfied with the quality of service, since Carrier problems like termination failures can be solved more quickly. A single technician at the headquarter can supervise the carriers' quality of service and intervene within minutes. Trouble shooting for a number of distant call shops would be considerably more complicated and more expensive !