



**TELISIM™**

## **MVNO SOLUTION FOR HIGHLY PROFITABLE GLOBAL ROAMING SERVICES**

*A Guide to Help You Provide Highly Profitable  
Mobile Voice, Data and SMS Services to Travelers*

[www.telinta.com](http://www.telinta.com)

+1 (888) 888-3307

+1 (973) 467-3364

[info@telinta.com](mailto:info@telinta.com)



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## Introduction

In the early days of VoIP, using Internet Protocol for voice was a revolutionary new way to use technology, significantly disrupting the telecom industry. VoIP made telecom more competitive, and significantly lowered costs by employing new technology in a new way.

Today, a similar opportunity exists where VoIP can create significant cost savings in providing GSM Global Roaming services for travelers. This offers highly profitable opportunities for telecom service providers of any size.

The VoIP market has evolved over time where today's cost per minute has dropped significantly, however GSM minutes for Roaming are priced much higher than VoIP.

But this higher price makes Global Roaming so expensive that the price significantly constrains end user demand. With higher prices for roaming, some users refuse to use their mobile phones while traveling, or use it very sparingly for emergency calls only.



## What is TeliSIM?

TeliSIM™ is an out-of-the-box MVNO solution that enables telecom service providers to offer Global Roaming services to travelers, at much lower prices, with much higher profits.

TeliSIM uses an entirely new methodology to combine VoIP switching, billing and customer management with cutting-edge GSM technology to serve the needs of Global Roaming mobile users. The end result is a white label solution for telecom service providers to grow their business by entering the high-growth market for Global Roaming, using cost-effective VoIP to lower the cost of doing business. TeliSIM is a cloud-based solution, and does not require capital investment or the deployment of any infrastructure.

TeliSIM is a partnership between Telinta, a global leader in hosted VoIP solutions, and Global 1 SIM, a provider of innovative GSM mobile technology. Together, Telinta and Global 1 SIM enable you to offer profitable telecom services, even if you do not have any prior GSM experience or technical expertise.

### TeliSIM includes:

- Cloud-based Softswitch with fully integrated Billing and Customer Management
- SIM Cards
- Mobile Voice, Data and SMS Services
- Low-Cost Roaming with over 600 Mobile Operators around the World
- Free Roaming in over 150 Countries Worldwide
- The freedom to use your own VoIP Termination and DID Providers
- Resources for you to attract and serve Resellers, Distributors and Agents
- Real-Time CDRs, so that you can offer both Prepaid and Post-Paid Options
- In-depth Reporting and Real-Time Traffic Analysis
- Free Mobile Top-Up, Allowing Users to Easily Replenish their Prepaid Balance
- Highly Customizable Multi-Language IVR and Web Portals
- Capability to Operate with Multiple Currencies
- Comprehensive Training
- 24x7 Technical Support

## How does TeliSIM work?

When travelling, end users can significantly lower Roaming charges by purchasing a TeliSIM SIM card and associated services. These SIM cards are compatible with virtually any unlocked GSM smartphones and basic phones.

TeliSIM includes two free DIDs, one for the US and another for the United Kingdom. We call these “Native” DIDs.

You can easily add additional DIDs for local numbers in other countries, which we call “Foreign” DIDs. TeliSIM also offers a unique capability to map additional DIDs to a TeliSIM SIM card directly from Telinta’s Softswitch platform. This means you can offer travelers as many local phone numbers as they need, virtually anywhere in the world that DIDs are available. DIDs from Telinta’s [partners](#) such as DIDWW, VoIP Innovations, Voxbone (or any DID provider you prefer) can be linked to a TeliSIM SIM card.

Using Telinta’s hosted softswitch platform to map multiple DIDs to a SIM card is a significant advantage over ordinary Roaming solutions which are based on SIM cards only. TeliSIM brings you the power of Cloud-based switching to differentiate your offer.

To make outbound calls, users dial without needing access numbers or PINs, and without having to rely upon WiFi or mobile data. The TeliSIM SIM card, GSM signaling and Telinta’s hosted softswitch platform all work in concert in a very cost-effective way.

*“Telinta’s hosted softswitch platform connects the mobile phone to the destination number, using cost-effective VoIP rather than higher-cost termination purchased from mobile operators.”*

## What Does the TeliSIM User Need to Do?



1. **Insert a TeliSIM SIM card into any unlocked GSM phone.**



2. **Inbound calls are received normally.**



3. **Users dial an outbound call as usual without Access Numbers, PINs or WiFi. TeliSIM sees an outbound call being dialed and the phone’s display informs the user that their call is being placed. Within seconds TeliCore will call the dialed number and then call the user back, connecting the two call legs together.**

## What Does the Service Provider Need to Do?

### ❖ **Initiate Service with Telinta**

To get started with TeliSIM, a telecom service provider would first need to become a Telinta customer. TeliSIM is one of many hosted VoIP [solutions](#) available from Telinta. TeliCore™ is Telinta's Cloud-based platform and is robust Class 4 and Class 5 softswitch.

### ❖ **Participate in Training**

After signing up as a Telinta customer, we will work with you to schedule a comprehensive series of hands-on training sessions. This training is performed via desktop sharing and conference call, between you and your team, and one of Telinta's senior engineers. Training is usually performed in three 2-hour sessions.

### ❖ **Select your Providers for VoIP Termination and DIDs**

With Telinta, you have the freedom to use any providers you need for VoIP Termination and DIDs. Given the significant profit margins that TeliSIM offers, we recommend our customers use only high-quality VoIP Termination. Please [contact](#) us for more details, or to be introduced to our partners who offer special promotions to Telinta customers.

### ❖ **Routing**

With TeliCore, service providers can configure their own VoIP routing preferences such as Least Cost Routing, Fail-Over Routing, Guaranteed Profit Routing and more.

### ❖ **Pricing and Call Rating**

With TeliSIM, you can set your own prices and determine the rating methodology used for your customers, with both pre-paid and postpaid services.

### ❖ **Billing and Payments**

TeliCore provides you with an integrated solution for switching, billing and customer management. We provide you with a framework to issue invoices and accept online payments. Users can even top-up their prepaid balances via TeliCore, without the need for third-party mobile top-up providers.



## TeliSIM Pilot Program

Telinta and Global 1 SIM offer a special three-month Pilot Program to help you get started with TeliSIM. The Pilot Program includes 20 SIMs, with a minimum airtime purchase that can be topped up later via credit card. Contact us to learn [more](#).

We also provide you with a TeliSIM Pricing Guide, which includes our prices, estimated VoIP termination rates by destination, and suggested retail pricing for your consideration.



## Why is TeliSIM so Attractive?

### Profitability

What makes TeliSIM so profitable? First, with TeliSIM you can take advantage of free roaming in over 150 countries, with low-cost roaming with more than 600 mobile operators around the world.

In addition to providing attractive roaming agreements, TeliSIM earns you profits by replacing expensive Mobile Termination provided by mobile operators with cost-effective VoIP Termination. Compared to Mobile Termination, the VoIP marketplace is much more competitive.



### Increased Minute Volumes

When you offer Global Roaming services to travelers at significant savings, their usage will increase due to lower prices per minute. For example, at \$2.00 per minute you customers will greatly constrain the number of minutes they use. But if offered at only \$0.20 per minute, they are likely to make longer calls and call more often while traveling.

This means your higher margins per minute will be multiplied by a much greater number of minutes that your users will consume. Users benefit from lower rates, and service providers benefit from selling more minutes with much higher margins. With TeliSIM, everyone wins!

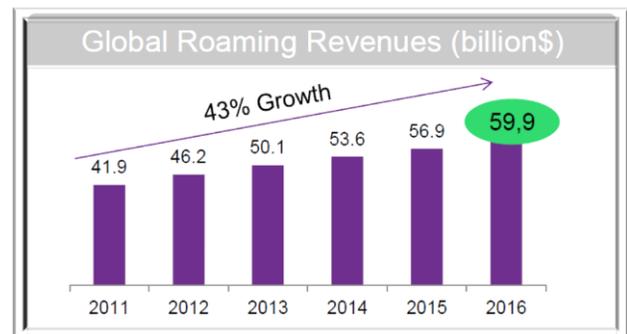
### Global Reach

TeliSIM can be used in over 200 countries, including the GSM footprints offered by Tier1 mobile operators such as AT&T, T-Mobile, China Mobile, Vodafone, América Móvil, Telefonica, Orange and virtually anywhere else a GSM cellular signal is available. TeliSIM puts the world at your fingertips...

### Growth

Both business and personal travel is becoming more and more international. As international travel grows, today's market for international communications (especially Global Roaming) grows with it. Users are also becoming much more dependent on mobile devices to perform daily functions and better manage their busy lives.

Forecasts for Global Roaming revenues show the growth is expected to continue, sizing the market at nearly US\$60 billion in 2016. With TeliSIM, you can easily participate in this high-growth opportunity.



### Competitive Advantage and Customer Retention

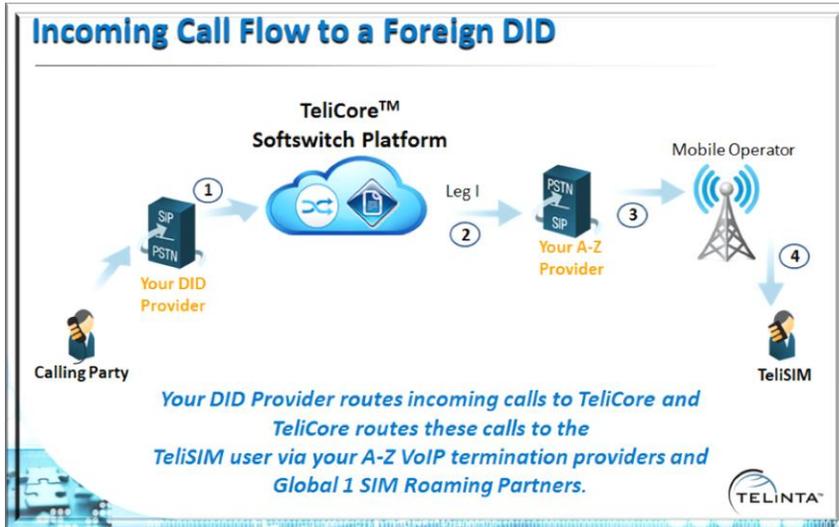
When customers prepare for a trip, they often shop for new telecom solutions since their normal calling methods will not be available in other countries – and when customers shop, who knows what they may find? Your customers may contact your competitors to discuss their needs. If your competitors offer an attractive Roaming solution (and you do not) your business is disadvantaged.

In addition, if you currently offer telecom services used by your customers from their home or office, their usage will drop to zero while they are away, traveling to another country. Having a solution such as TeliSIM allows you to meet their needs while they roam the world, without your revenue stream being interrupted when your customers are traveling.

## Call Types and Associated Financials

Here are a few examples of call types, associated costs and estimated profits. Interested in seeing an example for a specific market you want to serve? Contact Telinta for more [info](#).

### Incoming Calls



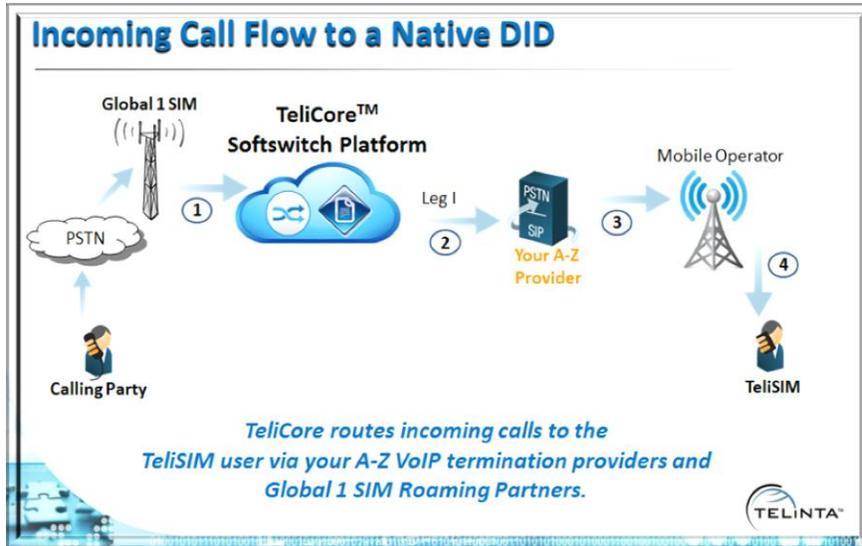
**TeliSIM users receive incoming calls normally, with calls routed from Telinta’s TeliCore softswitch platform to your VoIP Termination provider who sends the call to the mobile operator serving the area where your user is traveling. There is no charge for expensive Mobile Termination from the Mobile Operator, which is traditionally the most costly piece of Roaming. Instead, this piece of the call has been replaced by cost-effective VoIP Termination. Your cost components are Telinta’s switching, VoIP Termination, and MTC from Global 1 SIM. In this example, SFR is one of our Roaming Partners offering free roaming for TeliSIM.**

**Your cost for this call is estimated at only US\$0.0619 per minute. If you sell that minute for US\$0.15 this scenario brings you a profit of \$0.881 per minute, approximately 60%. Your user will be delighted with being able to use their mobile phone at a significantly lower price than normal Global Roaming rates while they are traveling.**

**TeliSIM replaces high-cost Mobile Termination Charges (MTC) offered by GSM Operators with more-economical VoIP Termination.**

Financials: Incoming Call to a Foreign DID	
<b>Example:</b> TeliSIM is roaming on the SFR Network in France	
<b>Your Cost = ① + ② + ③ + ④</b>	
\$0.00	Incoming Call [DID Provider charge]
\$0.004	Leg I [TeliCore charge]
\$0.0279	VoIP Termination (SFR)
\$0.03	[MTC] \$0.03 (MSC) + \$0.00 (Roaming)
<b>\$0.0619</b>	<b>Total Cost per-minute</b>
<b>\$0.15/min</b>	<b>Suggested Retail Price you can Charge your Customers</b>
<b>Profit: \$0.0881/min. (~60%)</b>	
<small>Based on Voxbeam Premium VoIP Termination, Foreign DID in Paris with \$1.00 monthly fee and Telinta's Minimum plan with 100k minutes.</small>	

This second example shows an incoming call to a Native DID. Note that the call flow varies between calls to a Native DID versus a Foreign DID.

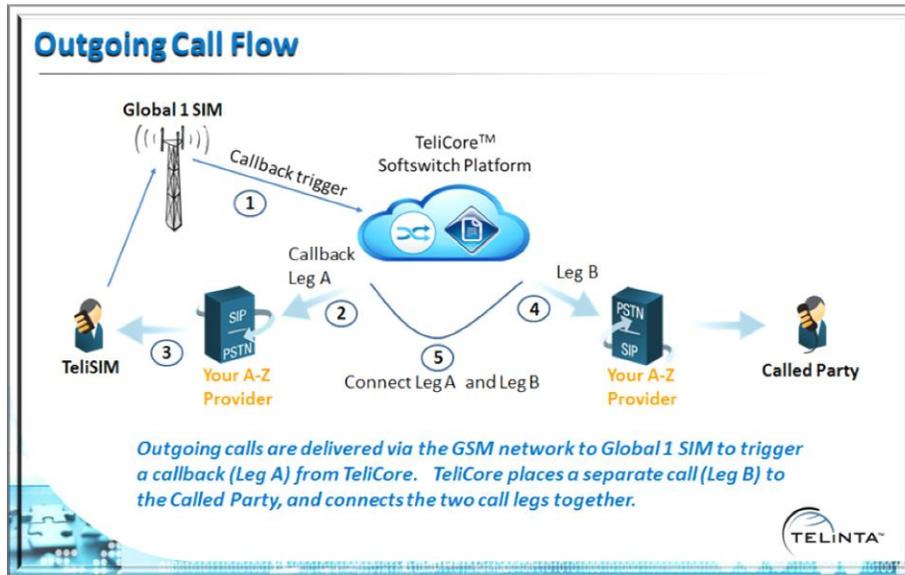


Here the caller dials the number for a Native DID provided by Global 1 SIM. TeliCore routes the call to your VoIP Termination provider, who sends it to the Mobile operator where the TeliSIM user is roaming.

In line with the previous example, your total cost is only \$0.0619 per minute. If you sell this minute for \$0.15 your profit is \$0.0881 per minute, roughly 60%.

<b>Financials: Incoming Call to a Native DID</b>	
<b>Example:</b> TeliSIM is roaming on the SFR Network in France	
<b>Your Cost =</b> ① + ② + ③ + ④	
\$0.00	[FREE] Incoming Call
\$0.004	[TeliCore] for Leg 1
\$0.0279	[VoIP Termination] (SFR)
\$0.03	[MTC] \$0.03 (MSC) + \$0.00 (Roaming)
<b>\$0.0619</b>	<b>Total Cost per-minute</b>
<b>\$0.15/min.</b>	<b>Suggested Retail Price you can Charge your Customers</b>
<b>Profit: \$0.0881/min. (~60%)</b>	
Based on Voxbeam Premium VoIP Termination and Telinta's Minimum plan with 100k minutes	

## Outgoing Calls



**TeliSIM users make outbound calls via Callback, without needing to dial an Access Number.**

**To make outbound calls, users simply dial the phone number they wish to call. Their phone's display informs them that their call is being placed. One leg of the call is placed to the destination and within seconds another leg of the call is placed to the TeliSIM user's mobile phone. Telinta's hosted softswitch platform connects them both together.**

**Your cost for this call is estimated at only US\$0.0552 per minute. If you sell that minute for US\$0.15 this scenario brings you a profit of \$0.0948 per minute, approximately 63%. Your user will be delighted with the experience of being able to make calls while they are traveling at a significantly lower price than normal Global Roaming rates.**

### Financials: Outgoing Calls

**Example:** TeliSIM is roaming on the SFR Network in France and calling to the US

**Your Cost =** ① + ② + ③ + ④ + ⑤

\$0.00	Callback Trigger
\$0.0121	\$0.0081 VoIP Termination (SFR) + \$0.004 TeliCore for Leg A
\$0.03	MTC = \$0.03 (MSC) + \$0.00 (Roaming)
\$0.0131	\$0.0091 VoIP Termination (USA) + \$0.004 TeliCore for Leg B
\$0.00	TeliCore Connecting Leg A and Leg B
<b>\$0.0552</b>	<b>Total cost per-minute</b>

**\$0.15/min.** Suggested Retail Price you can Charge your Customers

**Profit: \$0.0948/min. (~63%)**

Based on Voxbeam's Direct VoIP Termination and Telinta's Minimum Plan with 100k minutes



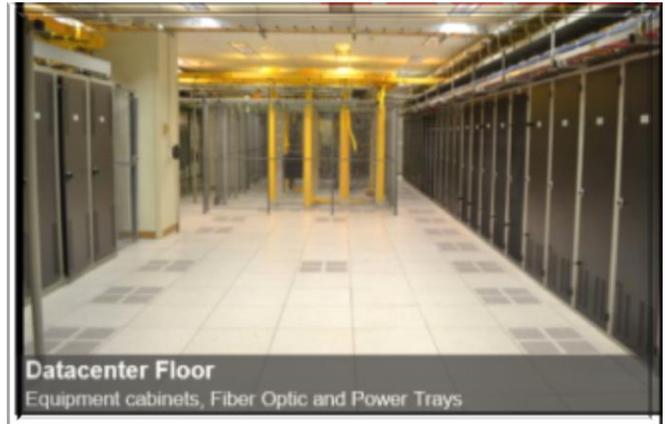
**Because of the lower price per minute, your users will consume more minutes and thus multiply your profits even more.**

## 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 “partition” on TeliCore that is yours and yours alone. Your partition can be fully functional 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 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. For a solution as profitable as TeliSIM, we recommend using high-quality VoIP Termination for maximum quality.

### 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 enterprise services like Audio Conferencing, Call Centers or Click-to-Call as tools to help their company. The opportunity for growth over time with VoIP is enormous!

## Training and Support

Telinta offers comprehensive leader-led training to help you get started with TeliSIM, or any of our hosted solutions.

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

## Summary

TeliSIM is a highly-profitable MVNO solution that enables you to offer white label Global Roaming services for Voice, Data and SMS used by travelers. TeliSIM combines cutting-edge GSM technology with the power of Telinta's hosted softswitch platform for a truly unique solution.

TeliSIM replaces high-cost Mobile Termination offered by GSM Operators with cost-effective VoIP. This enables you to offer profitable Global Roaming services to travelers at significantly lower prices.

Please contact us to learn [more](#) about the TeliSIM Pilot Program designed to help you get started.

Telinta offers comprehensive training gets you started, and our 24x7x365 Live Technical Support is ready to help, whenever you need.

In addition to TeliSIM, Telinta offers a full portfolio of hosted white label VoIP solutions that lets you serve businesses or consumers anywhere in the world.

## 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 information, and show you a demo of our hosted solutions.**

Contact us at: [info@telinta.com](mailto: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: +1-786-262-5570 (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.***

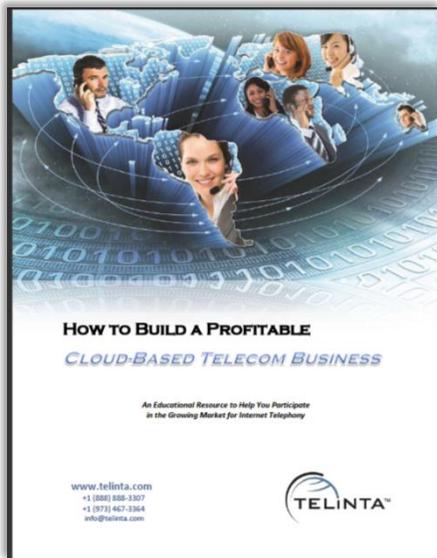
***TeliCore™ is Telinta's carrier-grade Class 4 and Class 5 softswitch platform, integrating Telinta's cutting-edge VoIP solutions with world-class Switching and Billing capabilities from PortaSwitch. TeliCore is specially designed to enable telecom service providers around the world to easily integrate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

***Please visit us at [www.telinta.com](http://www.telinta.com) for more information.***

## Another White Paper 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](#) other white papers from Telinta.



### How to Build a Profitable Cloud-Based Telecom Business

**Learn how cloud-based solutions can take your telecom business to the next level. This publication explains how to put all the pieces together so that you can offer a rich portfolio of profitable telecom services to your customers.**

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