

WORLD



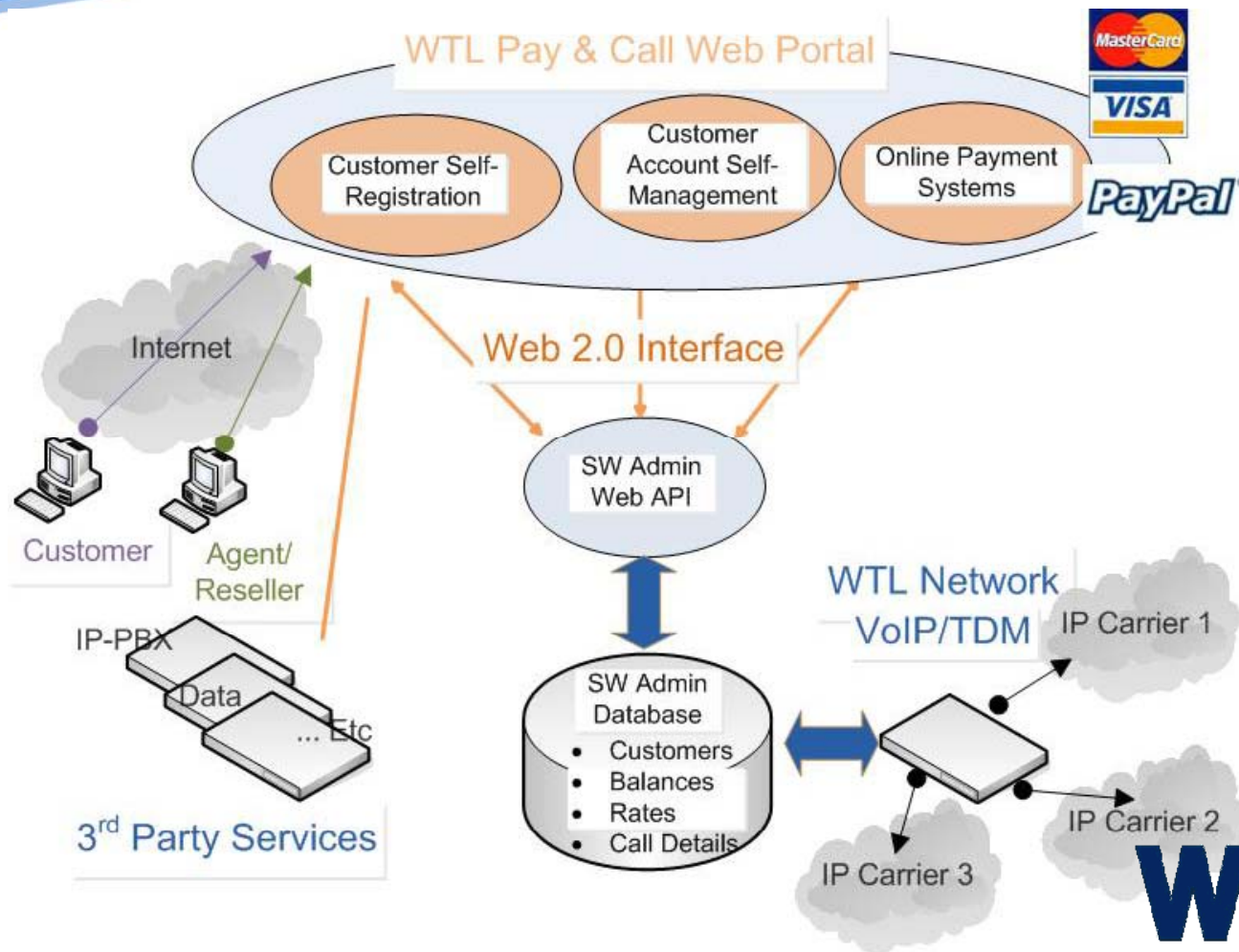
TELECOM LABS

WTL Pay & Call

“Pay & Call” Overview

- Pay & Call is:
 - Web Portal
 - eShop [for Subscribers and Resellers]
 - Multi-level business application
 - Customer Self-Provisioning / Self-Care tool
 - Online Payment Gateway
 - Designed for Residential / SME services

Pay & Call Architecture



Main Features

- Online Customer sign up
- Customer manages own account
- Secure payment for services
- Invoice generation
- Management of Resellers/Agents

Roles within Pay & Call

- Switch Owner
- Reseller/Agent (Level 1 to N)
 - Sells to Subscriber (or other Agent)
 - Buys from Switch Owner at % discount/commission
- Subscriber

Administrator Level

- Manages web site with full access to all operations
- Can create administrator, distributor or customer accounts
- Can reload a distributor account
- Does not have SW Admin account (cannot make phone calls, does not have a balance)
- Approves carrier select/preselect account
- Display any customer's CDR or statistics about CDR
- View any rate table
- Impersonate any other account
- Customise menus & content (web panels & notification e-mails)

Reseller Level

- Manages a list of customer accounts
- Has his own balance (in Pay & Call)
- Create customer account, reload customer account
- Earns commission on phone calls placed by distributor or customer accounts
- Does not have SW Admin account (i.e. cannot make phone calls, does not have a balance)
- View own distributor's or customer's CDR
- Display statistics about own distributor's or customer's CDR
- View own rate table
- Impersonate own distributor or customer account

Customer Level

- Has an account and a balance in SW Admin
- Reload own balance in SW Admin
- Can create:
 - a VoIP account (SIP, H.323, NOP)
 - carrier select/preselect account
 - a callback account
 - a mobile account
- Order a DID (through “Voxbone”)
- Make phone calls
- Display call detail records (CDR)
- View own rate table

Subscriber Access

S.Ma.C. Demo Management Console | S.Ma.C. Demo - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://frenoy.homeip.net/smac/

S.Ma.C. Demo Management Console ...

Content management Site building Site configuration User management Reports Help 0 / 1 Hello simon Log out

My Console

- My account details
- Call detail records
- My invoices
- Reload
- Reload history
- Callback
- VoIP trunk
- Log out

Simon Pearson, you are currently impersonating account S01000004 (Gaëtan Frenoy - Gaëtan Frenoy). [Logging out](#) this user will stop the impersonalisation and bring you back into your actual account.

Welcome to S.Ma.C. Demo

Dear Gaëtan Frenoy, welcome to your **S.Ma.C. Demo** management console.

You are now connected in your prepaid customer account.

As of 2010-06-18 18:03:59, your remaining balance was **0,00 \$AUD + 0,00 \$AUD (VAT) = 0,00 \$AUD**

Quick links

Here are shortcut icons to the most common actions for your profile:

- Reload
- My account details
- Call detail records
- Callback
- My invoices
- Reload history
- VoIP trunk

Done

start 7 1... 2 W... 3 3... S... W... S... Search Desktop 17:16

Subscriber Access

- Account Details – administrative information
- Call Details – activity history
- Invoices – if not a pure Pre-Paid system
- Reload – link to payment gateway
- Reload History – audit trail of balance updates
- Other Products – For example: Callback & VoIP Trunks

Payment Gateway

S.Ma.C. Demo Management Console | S.Ma.C. Demo - Mozilla Firefox

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http://frenoy.homeip.net/smac/







S.Ma.C. Demo Management Console ...

Content management Site building Site configuration User management Reports Help 0 / 1 Hello simon Log out

My Console

- My account details
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You have a prepaid application_name account, which allows you to place calls as long as there are funds available on your account. The amount you reload will automatically be added to your remaining balance.

Your current balance

Current balance: 0,00 \$AUD

Your order

Amount: 10,00

Payment method: Credit card

Confirm

Done

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Payment Gateway

- Uses 3rd party secure validation system [Ogone www.ogone.com ePay www.epay.eu PayPal, Surf Ticket]
- Multi-currency
- Secure [PCI-DSS compliant SSL-platform]
- 40 international and local online payment methods
- Switch owner has contract direct with gateway company

Create Reseller

S.Ma.C. Demo Management Console | S.Ma.C. Demo - Mozilla Firefox

File Edit View History Bookmarks Tools Help

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S.Ma.C. Demo Management Console ...

Content management Site building Site configuration User management Reports Help 0 / 1 Hello simon Log out

My Console
My account details
My distributors
My customers
Call detail records
Payments
Invoices
Reload
Reload history
Callback
VoIP trunk
Log out

View all your distributors, create new distributors.
Reload distributor accounts or impersonate them to offer support and act on their behalf (to reload their customer, as an example).

Page 1 of 1 Reload Impersonate Create New

Distributor ID	Company Name	Contact Name	Current Balance
S01	Distributor	Gaëtan Frenoy	0.00 \$AUD

Account Type Company Contact Billing Transactions Invoices

Customer ID: S01

Administrator Account: No

Distributor Account: Yes

Parent distributor: None

Can create distributor: No

Commission Corporate (%): 0

Commission Callshop (%): 0

Commission Distributor (%): 0

Payment Method (preferred): Credit card

Console Theme: Default

Export Format: Excel 5 (BIFF)

Console Language: French

Apply Revert

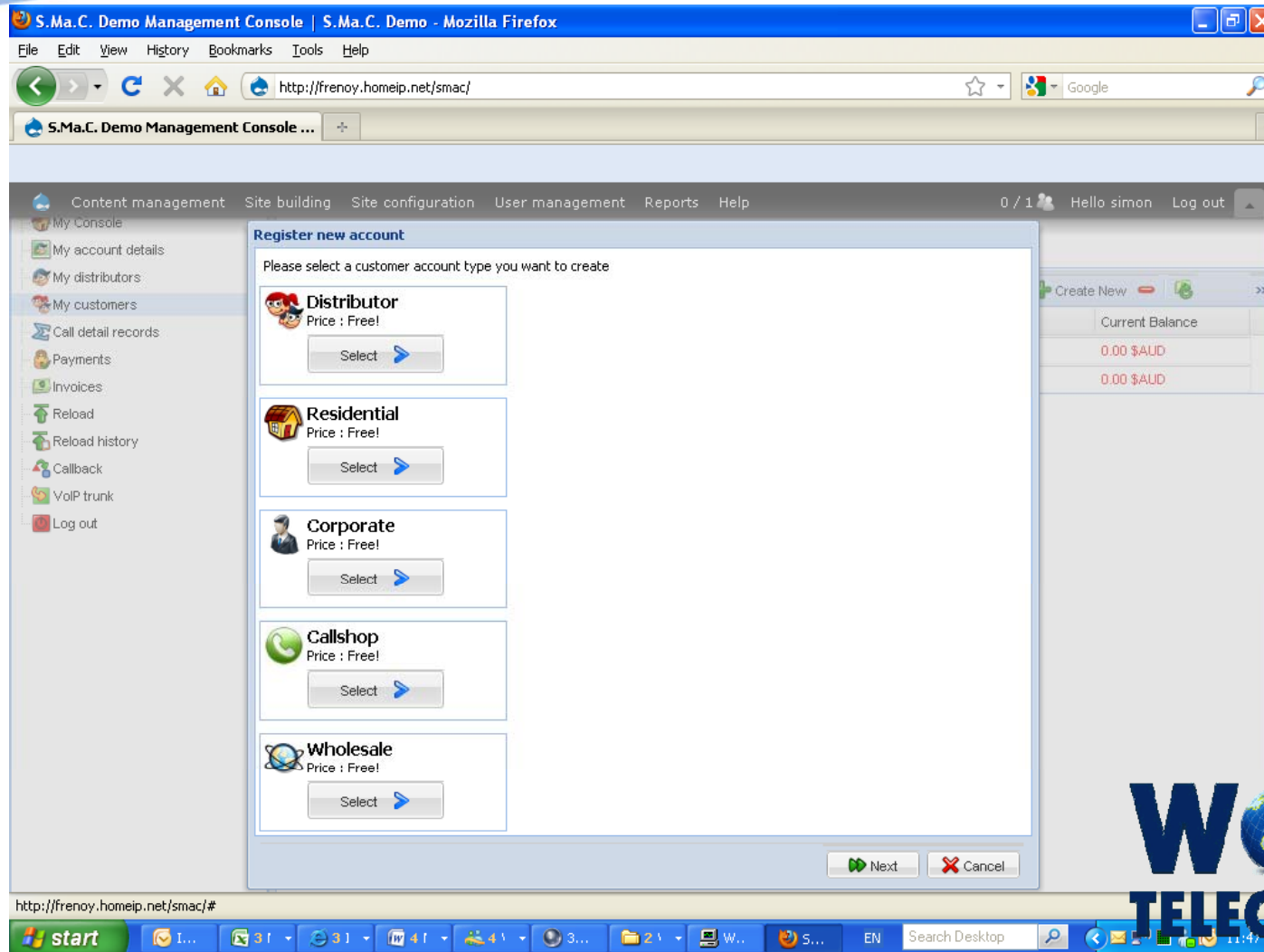
Done

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Reseller Creation

- The owner can set Reseller attributes:
 - Commission (discount) offered
 - Preferred payment method
 - Language & appearance of Pay & Call portal
 - Ability to create their own Resellers

Create Customer



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Other Features

- Invoice Generation – for Post Paid customers / Other services
- Impersonate – allows user at one level to log in as if they were lower level users.
 - Used for:
 - support purposes [see what user sees],
 - to reload an account on behalf of a Reseller or Subscriber.

Other Features 2

- Search – All data [customers, call details, payments] is searchable using filters. Filters can include called / calling number, duration of call, customer name
- Export – Most information from the system can be exported in a variety of formats
- Language – English & French standard, text file available for self-translation to others

Sell Other Products

- Pay & Call can be extended to cover payment for other services
- For example:
 - Rental of DDIs (SIP Trunk service)
 - Hosted IP-PBX services (integration done with Centile)
 - Pre-Paid data services (via RADIUS)
 - Calling Card batch activation
 - ... Others easily added

Design Considerations

- Runs on separate Web Server
- Links to WTL SW Admin database (& 3rd party products) using SOAP/Web Services
- Based on open source 'Drupal' technology
- SW Admin used for switch owner actions:
 - Price lists, routing, carriers, calling card creation

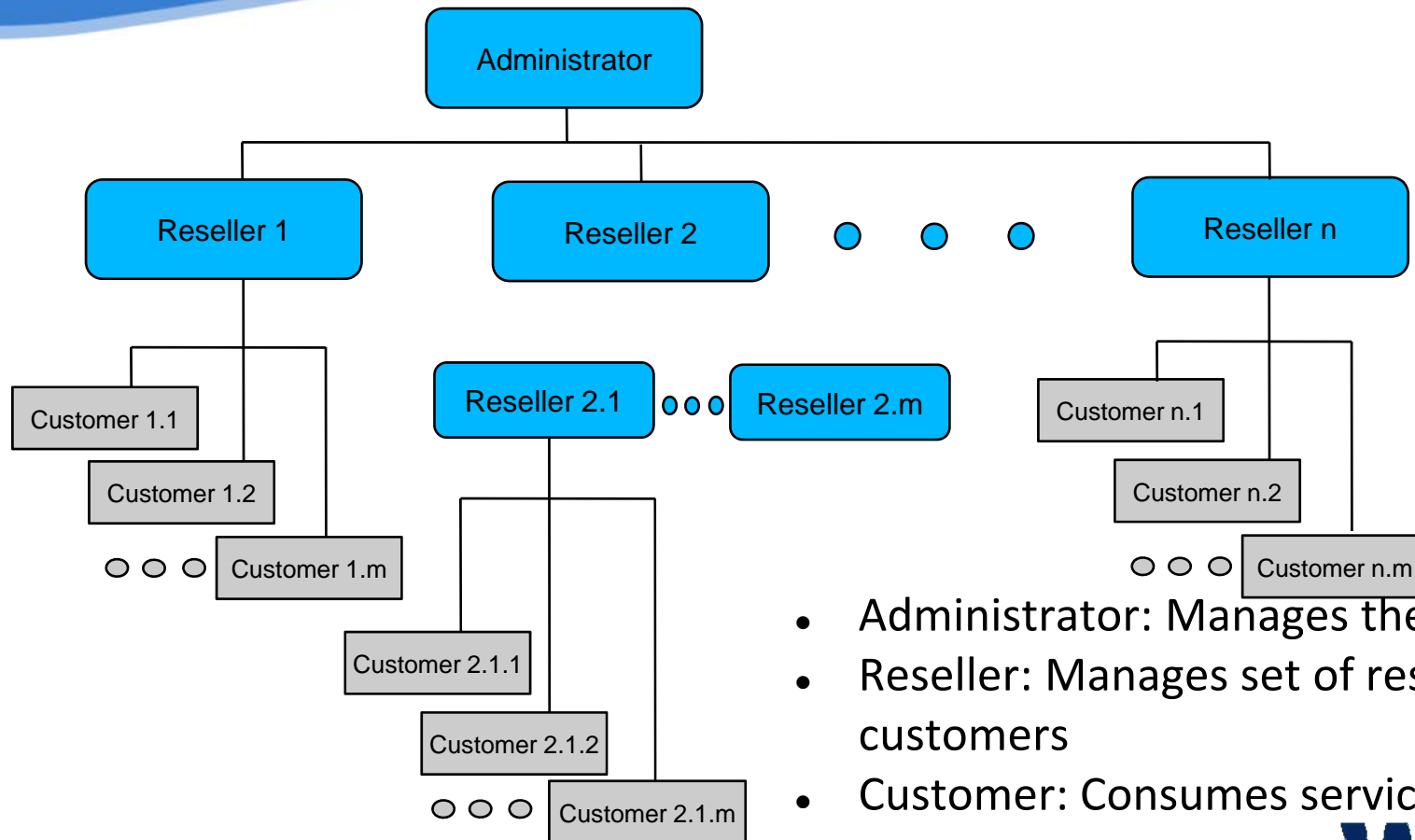
Design Considerations 2

- Any modern browser is supported
Actually any browser supported by ExtJS



- Note: IE6 is *not* supported!

User Levels



- Administrator: Manages the application
- Reseller: Manages set of resellers and customers
- Customer: Consumes services

Technology used

- Pay & Call is built on:
 - Drupal (open source content management platform) for the backend and
 - ExtJS (cross-browser JavaScript library for building rich Internet applications) for the frontend
- ExtJS is written in JavaScript, Drupal is written in PHP
- PHP requires a web server:
 - Apache2, (IIS6 already tested)
- Runs on Linux-based systems (also tested on Windows)

Product Deliverables

I. Pay & Call

- Main Module
- 1 x Secure Payment Gateway
- Web Server €7,450
- 1) 2nd Payment Gateway €500
- 2) Develop new Payment Gateway €750

II. Number Provisioning (DDIs) €1,100

III. External Services Billing Contact us

I. Main Module

- Portal owner can manage accounts, carriers, rates etc.
- Customer & reseller online access (check balance, view account, top-up, buy new services)
- Includes Pay & Call portal customisation to owners' corporate style
- Includes WTL standard web server

1) Secure Payment Gateway

- Currently supports user payments via: credit card, Maestro, Bancontact etc
- Currently supports merchant services: ePay, Ogone, PayPal/Payflow, Ticket Surf
- 1 x gateway type supported per system
- Switch owner has contract with one of above
- New gateways may be added [charge €750]

2) Gateway Definitions

- Ogone product is "Ogone e-Commerce"
- ePay is "ePay Payment Window"
- Paypal Payflow is "Payflow Payment Gateway"
- Ticket Surf is "API Ticket Premium"

Note: The three first solutions are "gateways" that integrate several payment methods (like Visa, MasterCard, AMEx, Bancontact, Maestro, ...), the latter is a single payment method.

Web Server

- Pay & Call delivered on dedicated server
- Linux OS & security features installed
- 2U r/m chassis, redundant PSUs
- Intel 2 Core Duo 3GHz CPU
- 1GB memory
- 4 x 160GB RAID disks



II. Number Provisioning

- Allows residential VoIP customer to sign up & receive phone number for SIP service
- Automatically activates number with number provider & in WTL softswitch (under development)
- Currently supports: Voxbone

III. External Services Billing

- Pay & Call design allows customer to be billed for non-WTL or non-voice services
- Examples: add monthly rental charges, CDRs from mobile network etc
- Cost will depend on work involved in importing

Thank You
www.wtl.dk