



# Distributor Guide

An Introduction to Phoneserve & IP Telephony

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# 1.0 Introduction

This document is intended to introduce you to the world of IP Telephony, how and where Phoneserve operates within this market and how you, as a Phoneserve Distributor, can take advantage of the hugely profitable entrepreneurial opportunity that IP telephony offers.

If, on completing your reading, you feel that you need further information, please contact your Phoneserve Account Manager, who will be happy to help with your enquiry.

## 2.0 IP Telephony

### 2.1 What is IP Telephony?

IP Telephony is the common term used to describe any voice (telephone) call that originates, is carried over, or terminates using Internet Protocol - instead of the traditional public telephone network. IP Telephony is also commonly referred to by the following terms:

- Voice Over Internet Protocol (VoIP) or Voice Over IP
- Internet Telephony or Broadband Telephony
- Voice Over Broadband (VOB)

To understand the benefits of IP telephony to the end-user, consider the following examples:

#### Example 1: Traditional Telephone Call

Traditionally, a long-distance voice call to any landline or mobile telephone around the world would involve the following common processes:

1. The caller picks up the receiver on their phone and dials the number of their chosen recipient.
2. The call is routed via the caller's local exchange and passed to a long distance carrier.
3. The long distance carrier takes the call and passes it to the recipient's local exchange, where the call is 'terminated' and the two parties are able to carry out a telephone conversation

In this scenario, the caller is being charged by the owner of their local exchange, the long distance carrier, and the recipient's local exchange.

#### Example 2 - Internet Telephone Call

Using IP Telephony with Phoneserve, the same long-distance telephone call would be handled as follows:

1. The caller connects to Phoneserve through the public Internet, using one of a number of devices (described in detail in section 5).
2. The 'voice' is converted into 'packets' of data at Phoneserve HQ.
3. The call is reassembled as voice at the telephone exchange local to the call recipient and the two parties are able to carry out their telephone conversation as normal.

Because the caller avoids their own local exchange cost and that of the long distance carrier, much of the carriage cost is avoided, affording the caller savings of as much as 90%+ on the normal cost of a call.

## 2.2 The IP Telephony Opportunity

Due to the amazing savings afforded by IP Telephony, there is huge demand for such services across the world. According to research firm Telegeography, while 24 billion minutes of IP telephone calls were carried during 2003 alone.

Phoneserve's Internet telephone is revolutionising the lives of thousands of individuals around the world, who otherwise do not have access to high-quality, low-cost telephone calls over a traditional telephone network.

With Phoneserve, there exists a real and immediate opportunity for entrepreneurs to profit.

## 3.0 About Phoneserve

### 3.1 Callserve Communications

Callserve Communications Ltd is one of the world's leading providers of IP telephony services. With more than 5 years experience, we are a proven market leader, carrying millions of minutes every week.

Headquartered in the UK with offices in Pakistan, the United Arab Emirates and Mexico, we have a global presence with customers in 190+ countries.

Callserve Communication's operates two brands in the IP Telephony marketplace - Callserve.com & Phoneserve.

### 3.2 Callserve.com

Callserve.com is a prepaid PC-Phone service predominantly targeted at countries where home PC and credit/debit card penetration are high.

Users logon to our website ([www.callserve.com](http://www.callserve.com)), download a 'soft phone' to their PC, add calling time with a credit or debit card and are then able to make calls to any landline or mobile phone in the world at a greatly reduced rate. To date, the Callserve.com 'soft phone' has been downloaded by more than 14.5 million people around the world.

### 3.3 Phoneserve

Recognising the need for IP Telephony services in countries where credit/debit cards and home PCs are not necessarily prevalent, Callserve Communications developed the Phoneserve brand.

Phoneserve is a prepaid service, distributed using physical and electronic accounts which can be purchased for cash – allowing users to purchase call time without the need to own a credit or debit card.

Phoneserve currently has 2,500 Distributors and resellers around the world and is active throughout Latin America, Africa, the Middle East, Eastern Europe & Asia.

Using a variety of connection methods, Phoneserve is available directly to end-users calling from their home PCs, but is most widely distributed through dedicated call shops and Internet cafes, where users without their own PC or phone line can go to make their high-quality, low-cost calls.

## 4.0 Why Users Choose Phoneserve

Although a number of alternative calling card and Internet telephony providers exist in the marketplace, Phoneserve attracts a substantial global market share. There are a number of reasons why our customers come back time after time:

### **Exceptional Call Quality**

Phoneserve's voice call quality is far better than that of similar calling card providers and even measures competitively against traditional telephone companies for long distance voice quality. Our dedicated team of technical professionals work very hard to ensure that call quality issues such as latency, distortion and echo, are not something that the Phoneserve customer has to endure.

### **Huge savings on calls**

With 90% + savings compared to traditional telephone companies, Phoneserve is an extremely cost-effective method of keeping in contact. Not only are our savings substantial against traditional telephone companies, we also make every effort to offer substantial savings on alternative calling card providers.

Whilst we won't always be able to offer the absolutely cheapest call to every destination, Phoneserve's combination of call quality and great pricing makes it a very easy service to sell.

### **Extremely Convenient**

Phoneserve is a scalable service that can be accessed whether customers want to use our services from their homes, an Internet café or their business to save money on calls. The number of users can easily be scaled too. Whether a customer wishes to install a Phoneserve 'soft phone' on their computer or use a number of gateways to support a team of simultaneous callers, they can.

### **Secure & Easy Distribution & Payment**

With Phoneserve there is no need for users to own or use credit or debit cards, as call time can easily be purchased in person with cash. With our state-of-the-art billing and account management system, it's easy for users to keep track of the remaining value on their calling cards.

## 5.0 Connecting to Phoneserve

Users of the Phoneserve service are able to connect using a variety of methods, and Internet connections (broadband, dial-up and satellite):

- A PC with the Phoneserve soft-phone installed
- An IP Phone
- An IP Gateway
- Dialler Phones & Gateways

### 5.1 PC & Soft-Phones

For customers with dial-up, broadband or satellite connections, the most common method of connection is to download our free software to their PC from either Callserve.com or Phoneserve.com. Using a headset and microphone, the PC can then be used as a phone.

### 5.2 IP Phones

Broadband (cable, DSL, T-1/E-1) and satellite users who have 'always-on' Internet services can choose either an Internet Protocol (IP) telephone or a IP gateway. An IP phone looks like a regular telephone, but plugs directly into an Internet connection, rather than a standard telephone jack. The customer can then make calls with a similar experience to using a normal phone, only using IP telephony to make savings on calls instead.

### 5.3 IP Gateways

An IP gateway is a device that also plugs directly into an Internet connection. The user simply plugs a regular telephone into the gateway and can then make calls with a similar experience to using a normal phone, only using IP telephony to make their calls cheaper.

Customers wishing to make multiple simultaneous calls can use gateways that support more than one telephone using the same Internet connection. These gateways vary in size to support anything from 2 to 72 concurrent telephones. Hotels, Call Shops, Internet Cafés and businesses use these gateways, enabling their guests, customers and employees access to our services.

### 5.4 Dialler Phones & Gateways

Customers with a dial-up ISP have the option of using a dialler telephone or gateway. The dialler telephone device looks and acts like a regular phone, plugging into any existing telephone line. However, when a button is pushed, it automatically dials the customer's Internet Service Provider (ISP) and connects to the Internet. Within moments, the customer hears another dial tone, at which point they make the call to their intended destination in a normal manner.

The dialler gateway performs a similar function. However, rather than looking like a telephone, a small box is plugged into an existing telephone line. The user



simply plugs a regular telephone into the gateway, presses a button to connect to the Internet and can then make calls as normal, only at Phonserve's greatly reduced rate.

**Note:** For a complete and up-to-date list of supported devices, please contact your Phonserve Account Manager.

## 6.0 Phoneserve Distributor Programme

The Phoneserve Distributor Programme represents a fantastic way for entrepreneurial individuals to join our team and take advantage of the huge profit potential IP telephony represents.

With a network of 2,500+ Distributors and resellers spanning 190 countries, the Phoneserve opportunity is a real and immediate way for you to grow a sustainable and profitable business.

### 6.1 The Distributor Business Model

The Distributor business model is a straightforward and profitable business partnership that can be summarised in three steps:

1. A Phoneserve Distributor purchases enough calling accounts each month to satisfy their local demand for Phoneserve services. These accounts are then dispatched by Phoneserve either as physical calling cards or electronic accounts.

Along with the cards paid for, an over-supply of cards are provided to the Distributor as payment of their commission. These additional cards represent 100% profit to the Distributor, and, when they are sold, the revenue from these additional cards is retained by them.

2. The Distributor sells their cards (including their commission cards) to their customers (Internet cafés, call shops, small businesses, end-users etc.) over the course of the month.

3. As soon as all of the cards are sold, the Distributor re-orders from Phoneserve once again. Over time, as the Distributor builds their business they will receive a greater level of commission.

### 6.2 OMNI Account & Call Management

To make things easy for our Distributors and their customers, Phoneserve has developed its own proprietary account management and billing system (OMNI).

Phoneserve's accurate & comprehensive billing system for call-time & reseller account management is the envy of the industry allowing:

- Distributors to distribute funds and top-up customer accounts remotely & in real-time.
- Resellers to manage their calling time effectively & bill end-users accurately.

To find out more about exactly what OMNI can do for you, ask your Account Manager for a fact sheet or the complete OMNI user guide set.

## 6.3 Distributor Support

When you join the Phoneserve Distributor Team, we make every effort to support you as you grow your business and respond to your customers. The following are just some of the steps we take to make this happen:

### **Dedicated Account Manager**

As a Phoneserve Distributor you will be provided with a dedicated Account Manager. Each Phoneserve Account Manager is only allowed to manage a small number of Distributors. By restricting the number in this way, we can ensure that you receive the time and attention that you need to help you grow your business and react to your market.

### **Limited accounts per manager = hands on support for Distributors.**

### **Distributor Welcome Pack**

We aim to help you get your business started quickly & profitably. To that end each new Distributor is provided with a welcome pack containing:

- **Product Sheets** – Marketing literature outlining the benefits of Phoneserve for Internet cafes, call shops and small businesses etc.
- **Data Sheets** – Specification sheets for all Phoneserve certified hardware.
- **Posters & Leaflets** – A selection of Phoneserve branded material for you to distribute to resellers or to use for your own marketing initiatives.
- **Distributor Guides** – Indispensable guides to working with Phoneserve (how to order, how to make payments and receive cards etc.)
- **Quick Start Guides** – Guides to get you and your resellers up and running quickly with all Phoneserve certified hardware.
- **User Guides** – Essential guides for OMNI, Phoneserve's account and call management solution.
- **Presentations** – Helping you to sell effectively to your potential customers.
- A CD containing electronic copies of the above.

If you need anything that you don't find in your welcome pack, please contact your Account Manager and they'll do their very best to help you with your needs.

### **Regular territory events & visits by Account Managers**

We recognise your need for regular feedback and support. As such we try our best to ensure that our Account Managers travel to your territory when possible, to give you assistance and listen to your concerns face-to-face. If we have a large number of Distributors within world region, we also try to hold events when possible, allowing Distributors to meet each other, share ideas and experiences, and receive training and insight from the Phoneserve Team.

### **Comprehensive Marketing Support**

- Local level marketing campaigns aimed at resellers & end-users.
- High-quality marketing assets provided digitally for local printing.
- Quality management & support for locally generated materials.

## 7.0 Contact & Feedback

We hope that you have found the contents of this guide both useful and informative. However, if you feel any additional information could be added, or the guide could be improved in any way, please e-mail suggestions to [info@phoneserve.com](mailto:info@phoneserve.com)

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