

## Overview

Our platform is designed so that customers can deploy and operate secure hosted telephony and SIP trunking solutions for their own clients.

But what sets our platform apart from the competition?

We differentiate our offering in numerous ways, which can be grouped under 2 main headings – Revenue Management Platform and Secure SIPS Telephone Switch.

### **Revenue Management Platform**

### **Secure SIPS Telephone Switch**

## Revenue Management Platform

Our platform is designed to surpass the expectations of the most demanding clients. But what do we offer in terms of revenue management capability that our competitors often overlook?

- **It is built to industry standard** – using open protocol Secure SIP (Session Initial Protocol) Standard SIPS for guaranteed compliance moving forward.
- **It's secure** – from both web and SIP perspectives using SIPS, SRTP and TLS.
- **It's fully brandable** – at all levels, making the platforms appear entirely bespoke.
- **It offers great value** – additional features such as a **session border controllers** and a **billing engines** are included in the price.
- **All-in-one Solution** – designed to operate as a whole, rather than a disjointed mixture of composite elements.
- **It's easy to operate** – no coding or development experience is needed thanks to our HTML configuration wizard.
- **It can partition by customer** – on hosted PBX accounts, so a client's domain name can be used as their SIP telephone identity.
- **It can route to multiple providers** – for CPS and fail-over traffic termination.
- **It can track workflows** – through a dynamic system, from customer order right through to deployment.
- **It scales with your business requirements** – the platform is designed to scale to meet all customer requirements.

## SIPS Telephone Switch



Our platforms are designed so that customers can deploy and operate secure hosted telephony and SIP trunking solutions for their own clients. But what sets our platform apart from the competition?

- **Built to industry standard** - using open protocol SIPS (Secure Session Initiation Protocol), TLS and SRTP for guaranteed security and compliance moving forward
- **Built in Session Border Controller** - for added security and remote NAT support
- **Secure SIPS** – Features AES 128 bit encryption – the de-facto standard in the world of Internet telephony
- **Partition by customer** – on hosted PBX accounts, so a client's domain name can be used as their SIP telephone identity
- **Unlimited SIP trunking** - to IP minute termination providers
- **All the usual PBX functionality –**
  - Extensions (voicemail included)
  - Aliases
  - Hunt groups
  - Auto attendants
  - Service flags
  - Paging
  - Conferencing
  - IVRs

**pbxnsip**  
strategic partner

## Revenue Management Platform

### Multi-Level Hierarchies

Our platform adapts to suit a host of different business models. Multi-level hierarchies can be set up in such a way that the platform structure mirrors the client's go-to-market model perfectly.

#### 5 Hierarchies

- **Level 1 - System Owner**
  - Sells down to Unlimited Distributors
- **Level 2 - Distributor**
  - Sells down to Unlimited Resellers
- **Level 3 - Reseller**
  - Sells down to Unlimited Customers
- **Level 4 - Customer Administrator**
- **Level 5 - Customer End User**

## **System Owner Specific Configurations**

### **Overview**

As the System Owner you are required to configure the system level configurations.

Configurations at this level cover various status settings as well as declaring your products at wholesale level.

### **Product Workflow**

Our workflow categories are created and assigned to products at system level. Workflow categories are fully dynamic and can be configured to track unlimited stages through any product purchase/sales cycle.

### **Messaging System**

We offer an internal messaging system between all 5 hierarchies. System owners may stipulate and configure which levels can subsequently communicate with each other.

### **International, National and Local Dialling**

Our platform can be configured to allow international, national and local area dialling per country. Declared at system level, an end user can assign the dialling configuration according to their country and local area.

## **System SIP Servers**

System owners configure each SIP server, which are controlled by the Solutions11 platform.

Server configuration consists of IP Addresses (Public and Private), ports for SIP and SOAP requests, SOAP communication security (HTTP or HTTPS), SOAP SSL validation and domains. Solutions11 SIP server domains maybe configured for use by PBX Centrex Accounts (used in the capacity of sub-domains of your domains), Trunks and Single accounts. Domains declared for trunk and single accounts are used at the point of ordering these product types.

## **System Countries**

System countries must be declared before any accounting group can be defined to include a country.

## **System Currencies**

Declared currencies - this is normally shipped data.

## **System Dial Codes**

System dial codes may be imported or configured individually. Calls to any dial code must be pre-declared in system dial codes.

## **System Time Bands**

Declare time bands at system level. Unlimited bands may be configured.

## **System Service Providers**

Declare and configure each wholesale system service providers. Configure pricing within the pre-defined system time bands.

Unlimited providers may be configured.

## **System Gateway Groups**

Declare gateway groups. Gateway groups contain unlimited gateways. Each individual gateway must be configured to a pre-defined provider.

Gateway groups provide a powerful LCR and fail-over routing mechanism within the platform.

## **System Dial Code/Gateway Mapping**

For each pre-declared dial code at system level, it must be assigned to a gateway group. This allows for dynamic routing at dial code level, which in turn is time based according to the declared time bands.

For dial codes, which cannot be used, simply assign 'No Gateway' and the system will deny any calls made to this dial code.

## Non-Recurring and Recurring Billing Cycles

Billing cycles consist of two main categories:

1. Non-recurring billing
2. Recurring billing

**Non-recurring billing** covers all 'one-off' charges. One-off charges could, for example, be set-up fees, IP telephones and the first day's charges of a recurring billing cycle.

**Recurring billing** consists of a plethora of recurring charge cycles:

- Weekly (Monday) & One Off\*\*
- Weekly (Monday)
- Weekly (From now)
- 4 Weekly (1<sup>st</sup> of next month) & One Off\*\*
- 4 Weekly (1<sup>st</sup> of the next month)
- 4 Weekly (From now)
- Monthly (1<sup>st</sup> of next month) & One Off\*\*
- Monthly (1<sup>st</sup> of the next month)
- Monthly (From now)
- Yearly (From now)

\*\* One off charges coupled with weekly, 4 weekly and monthly billing; charge a daily rate for the days up to the start of the next billing cycle.

For Example:

On the 15<sup>th</sup> of December 2006 a customer orders a PBX Centrex Account. The billing cycle is **Monthly (1<sup>st</sup> of next month) & One Off**.

A daily rate is calculated as: Rate \* 12 / 365.

The one off charge = 16 days \* daily rate

The account will now enter the billing cycle of monthly, where the next charge date will be the 1<sup>st</sup> of January 2007. This billing cycle will continue until the product is cancelled.

## System VoIP Accounts

VoIP accounts consist of

- Domain based PBX Centrex accounts
- SIP Trunking Accounts
- Single Accounts

System VoIP Accounts are classed as the wholesale equivalent of the IP Minutes.

As the system owner you do have base costs to be covered. Base costs cover things such as rack space, bandwidth, support etc. This allows system owners to configure a base wholesale rate before creating products ready for sale to Distributors and so on.

Non-recurring and recurring billing cycles are available for all products.

## System Domain Groups

Our platform allows PBX Centrex accounts to be configured under their own domain partitions. A primary domain may also have unlimited aliases.

Domains must be ordered before PBX Centrex accounts can be configured.

The system is set-up so that 4 types of domains can be ordered and configured for use by the PBX Centrex accounts.

1. Buy Domains
2. Transfer Domains
3. Point Domain DNS at the system
4. Sub-domain

NOTE: System Domains are designed to control the use of domains on Solutions11. It does not control or configure the actual DNS set-up of the domain. This is the responsibility of the system owner.

**Buy Domains** – allows customers to order and configure new domain names for use with PBX Centrex accounts.

**Transfer Domains** – allows customers to transfer the management of their domain to the system owner

**Point DNS Domains** – allows customers to use their own DNS to point the SIP domains at Solutions11

**Sub-Domains** – allows customers to use the system owners pre-declared domains and configure sub-domains from this domain.

For example: a system owner declares solutions11.com to be used under SIP Server 1 for Sub-domain ordering. The customer orders mycompanyname.solutions11.com for use as their PBX Centrex VoIP account.

Non-recurring and recurring billing cycles are available for all products.

## **System DDI/DID Management**

DDI/DID Management controls the ordering of numbers.

System owners configure DDI/DID Groups. A group is simply a DDI/DID number type.

For Example: UK Geographic, UK Non Geographic, US, German, French etc

NOTE: DDI/DID management controls the purchase and configuration of the allocated number within the system. It does not cover the allocation of numbers by your suppliers.

Solutions11 platform handles DDI/DID numbers by simply having a DDI/DID pointed at a SIP address. A user can associate a DDI/DID number with an account on the Solutions11 system. The system owners must ensure that the DDI/DID number is pointing at a true SIP address on the system.

Non-recurring and recurring billing cycles are available for all products.

## **System IP Phones**

System IP Phones controls the ordering of IP Phones.

System owners can configure unlimited IP Phone manufacturers. Once a manufacturer is declared, individual IP Phone product types can be configured.

Non-recurring and recurring billing cycles are available for all products.

## **System IPPBX Soft Switch Groups**

System IPPBX Soft Switch controls the ordering of CPE based IPPBX Soft Switches for use with SIP Trunk Accounts.

System owners can configure unlimited IPPBX manufacturers. Once a manufacturer is declared individual IPPBX product types can be configured.

Non-recurring and recurring billing cycles are available for all products.

## **System Generic Groups**

Our platform allows you to configure, track and sell any product, which fits into the Non-recurring and recurring billing cycles products.

## 5 User Levels

### Overview

Our revenue management platform is designed to be flexible, allowing it to be configured in many different combinations.

With 5 levels of user, the system can be used in many different scenarios.

- Level 1 – System Owner
- Level 2 – Profit Centres
- Level 3 – Profit Centres
- Level 4 – Customer Admin
- Level 5 – Customers

For example it can be deployed in the following scenarios:

### Internet Telephone Service Provider Edition

As an ITSP Platform, it allows ISP's, new start up companies or existing service providers the possibility to operate their entire business under one platform.

With the configuration below, ITSP companies can use the entire platform for their own business or deploy distributors and resellers as white label businesses.

#### ITSP Configuration

- Level 1 – System Owner
- Level 2 – Distributor
- Level 3 – Reseller
- Level 4 – Customer Administrator
- Level 5 – Customers

## **Enterprise Edition**

As an Enterprise Telephone Platform, it allows enterprises and corporate customers to deploy the platform with inter-company billing, management or control.

### Enterprise/Corporate Configuration

- Level 1 – Enterprise Owner
- Level 2 – Geographical Regions
- Level 3 – Branches
- Level 4 – Departments
- Level 5 – End Users

## **Multi-Tenant Edition**

As a Multi-tenant Platform, it allows new and existing multi-tenant companies to control and operate their entire multi-tenant office centres for either virtual or fixed office customers.

By using the inter-level billing configuration, each customer can view his or her own PBX switch, accounts and billing.

### Multi-tenant Configuration

- Level 1 – Multi-tenant Owner
- Level 2 – Geographical Regional Offices
- Level 3 – Fixed or Virtual Offices
- Level 4 – Office Customers
- Level 5 – Office Customer Users

## Profit Centre Configurations for Distributor, Reseller and Customers

### Overview

Our platform offers a dynamic and flexible way to configure different products sets for different groups of users. This is known as a Profit Centre.

The configuration of a Profit Centre takes place at all levels

- System Owners creates Distributor Profit Centres
- Distributor creates Reseller Profit Centres
- Reseller creates Customer Profit Centres

For example:

A system owner creates a distributor profit centre. The profit centre is declared with a currency, countries/states, tax codes and tax logic. It also has its own product configurations and brands.

The profit centre is then configured with products. The available types of products are dependant on the System declared products (see above).

Multiple product types can be configured, allowing for compilation of different distributor/reseller brands under this profit centre. A profit centre has the ability to create multiple brands. A brand is allocated different product configurations; therefore within one profit centre you can have multiple brands aimed at different users.

For example: PBX Centrex Accounts could be priced on volume pricing. A PBX Centrex product type could be created as

- High Volume Centrex Accounts
- Medium Volume Centrex Accounts
- Low Volume Centrex Accounts

The profit centre is then configured with brands. A brand is used to map a customer (a customer is a distributor, reseller or end customer user) to products and product types.

A profit centre also acts as its own accounting facility based on currency and taxes.

## **Currency Conversions**

Administration levels (system owner, distributor, reseller) are created using a particular profit centre. This means you are sold products under the base currency of the profit centre.

Users may buy in one currency and sell in another. Solutions11 platform allows administrators at each level to declare currency conversions from your base currency.

Currency conversions are declared as time based.

## **Default Branding**

Administration levels (system owner, distributor, reseller) allow each level to declare a Default Brand. When a new profit centre and related brand is created, the default branding is copied down to the new group.

## **Multiple Profit Centres**

Administrators at System Owner, Distributor and Reseller levels, may configure unlimited profit centres.

Currency, countries/states, tax logic, product configurations and brands define the use of profit centre.

With unlimited profit centres, each administrator (System Owner, Distributors and Resellers) has the ability to configure a plethora of profit centres based on geographic locations, currency and tax logic.

Within each profit centre, administrators also have the ability to configure unlimited product configurations and branding. This powerful feature allows for the creation of different brands, based on product/price offerings aimed at different customers within one profit centre.

Each profit centre consists of nominal accounts allowing for currency and tax based accounting.

## **Nominal Accounts**

Each profit centre benefits from its own set of nominal accounts. Nominal accounts allow for bank reconciliation, tax compilation and tracking of customer payments.

Each set of nominal accounts represents a separate accounting structure per group.

Nominal accounts consist of

- Debtors Account (Sales and tax total)
- Debtor Account
- Debtor Tax Account
  
- Creditors Account (Sales and tax total)
- Creditor Account
- Creditor Tax Account

## **Tax Groups and Codes**

By default each profit centre has a zero rated tax group.

A tax group consists of tax codes:

- Debtors Tax
- Creditors Tax

Each tax group allows for configurable invoice naming. For example: UK – VAT, US - Tax or Sales Tax

## Product Tax Assignment

Each product must be assigned a tax group for sales and set-up/shipping fees.

## Tax Logic

Each country assigned to a profit centre may be configured with different tax logic. Tax logic gives each group powerful control on how tax should be applied to a customer based on the local tax laws.

## Countries

Each profit centre must be configured with countries and if required, states.

When a company or residential customer is created, only countries and states declared for this accounting group will be available during configuration.

## Profit Centre Product Configuration

Create different product groups under each of the products available.

Assign tax codes for the sale and set-up fees (if any).

Configure the round type.

- Round up
- Round Down
- Regular Round

Configure the precision (number of displayed decimal places)

These settings are configured at product group level for accounting and billing purposes.

You may configure unlimited product groups based on different taxes, products and prices.

## Products

- PBX Centrex Accounts
- SIP Trunking Accounts
- Single Accounts
- IP Minute Rate Cards
- IP Domains (used with PBX Centrex Accounts)
- IP Phones
- IP PBX Soft Switches
- IP DDI/DID Numbers
- Generic Products

## View Configured Products

Once a product group is declared you can create, view and edit products within the product group.

All products are shown in a helpful table displaying the following:

- Product type
- Product description
- Wholesale rate
- Retail rate
- Profit
- Profit %
- Fee
- Billing charge type

## Wholesale and Retail Rate Change Alerts

Within each product group you can easily view changes applied at Wholesale and Retail level.

Changes are displayed by a user define number of days in advance.

It is also possible to view old rate changes.

## **Bulk Operations**

Bulk Operations allow you to carry out changes to all records at the same time.

### **Apply Margin % to all retail rates:**

This allows you to add a margin to all retail rates on a given day.

### **Account Group Round Accounts:**

This allows you to apply the round type and precision on a given day according to what the Product Group round type and Precision are set too.

### **CSV Export:**

This allows you to export the following

- Changed Wholesale Products
- All Products

This is done at a specific time.

### **Import CSV File:**

This allows you to export products, set pricing and then import them again.

## **Profit Centre Brands**

### **Overview**

Each profit centre may be configured with different brands.

Once the Profit Centre Product Configurations have taken place a brand can be assigned to product groups.

Each brand is assigned its own branding allowing for white label sections.

### **Create Brands**

When a new brand is created, it takes the settings from the Default Brand (see above).

Define the brand code and description.

The brand id is required for access to the application from specific user websites. The brand id is used to display the correct brand information.

### **Configure Brand Products**

For each brand you must assign the product you wish to sell within the brand.

## Brand Options

Brand Options cover the way your brand is depicted. This covers the following areas –

- General Settings
  - Display Names
  - Support Names
  - Copyright Information
  - Images
  - Company Name
  - Tax Numbers
  - Address Information
  - Default Password and Check Words
  - Support Emails
  - Customer Administrators Home Page HTML
  - Customer End User Home Page HTML
- About Page Information
  - Company Address Details
  - Telephone
  - Fax
  - Contact Address Details
  - Contact Emails
  - About Messages
  - Tax Names
- Login Page
  - Privacy URL
  - Acceptable User Policy URL
  - Terms and Conditions URL
  - Support URL
  - Telephone Support
- Stats
  - Daily Stats days
  - Monthly Stats months

- Invoice Detail Options
  - Images
  - Header Information
  - Footer Information

#### At User Level 3

- VoIP Product Purchase Types
  - Post paid
  - Pre paid
- Minimum and Maximum Credit Limits
  - Post paid
  - Pre paid

## View Companies

Each company created on Solutions11 (distributor, reseller and end customer companies) must be assigned to a brand when they are created.

Reseller level customer users can be created under the following customer types:

- Company
- Residential User

## View Lower Level Child Companies

Level 1 owner can look down and into level 2 and then level 3 companies.

Users can only look at companies, which are directly owned by their company.

Information is read only.

Information that can be viewed within a company includes:

- Profit Centres
- Workflow Ownership
- Users
- Users Online

At level 3

- Restricted Products from companies
- Order Products
- View Order Products
- Ordered Product Status and Tracking
- Workflow Tracking

## Billing, Invoices and Accounting

### Overview

Billing, invoicing and account section allows each level (level 1, 2 and 3) to view invoicing and billing cycles, as well control each profit centres nominal accounts.

### Non-Recurring Billing

Non-recurring billing includes any type of product charges assigned a billing cycle charge type of 'daily'.

This could include products such as IP Phones, IP PBX Soft Switches or the first 'days' worth of charges to take the current billing date up to the next billing cycle.

e.g. A product which is set a billing cycle of Monthly (1<sup>st</sup> of Month) plus First Charge is ordered on the 15<sup>th</sup> of the month.

The first charge would be a daily rate up to the end of the month.

### Approving Non-Recurring Invoices

All non-recurring invoices must be approved before they can be charged.

An invoice can be altered at this point in the following ways –

- Create a credit transaction for a debit charge
- Create a debit transaction for a credit charge
- Create a miscellaneous transaction
  - Debit
  - Credit
  - Assign tax options

## Charge Approved Non-recurring Billing

Once an invoice is approved it cannot be altered. At this point it can be charged. Solutions11 currently supports Sales Ledger charges. This allows users to contact their customers and inform them of a billing invoice in the following ways –

- View and download invoices from the Customer Application
- Print and send invoices
- Create PDF and email the invoice

## View Charged Invoices

Once an invoice is charged it is available for viewing in a calendar format.

## Recurring Billing

Recurring billing covers all products, which are currently live and within a billing cycle.

**Recurring billing** consists of a plethora of recurring charge cycles:

- Weekly (Monday) & One Off\*\*
- Weekly (Monday)
- Weekly (From now)
- 4 Weekly (1<sup>st</sup> of next month) & One Off\*\*
- 4 Weekly (1<sup>st</sup> of the next month)
- 4 Weekly (From now)
- Monthly (1<sup>st</sup> of next month) & One Off\*\*
- Monthly (1<sup>st</sup> of the next month)
- Monthly (From now)
- Yearly (From now)

\*\* One off charges coupled with weekly, 4 weekly and monthly billing; charge a daily rate for the days up to the start of the next billing cycle.

For Example:

On the 15<sup>th</sup> of December 2006 a customer orders a PBX Centrex Account. The billing cycle is **Monthly (1<sup>st</sup> of next month) & One Off**.

A daily rate is calculated as: Rate \* 12 / 365.

The one off charge = 16 days \* daily rate

The account will now enter the billing cycle of monthly, where the next charge date will be the 1<sup>st</sup> of January 2007. This billing cycle will continue until the product is cancelled.

### **Approving Non-Recurring Invoices**

All non-recurring invoices must be approved before they can be charged.

An invoice can be altered at this point in the following ways –

- Create a credit transaction for a debit charge
- Create a debit transaction for a credit charge
- Create a miscellaneous transaction
  - Debit
  - Credit
  - Assign tax options

### **Charge Approved Non-recurring Billing**

Once an invoice is approved it cannot be altered.

At this point it can be charged. Solutions11 currently supports Sales Ledger charges. This allows users to contact their customers and inform them of a billing invoice in the following ways –

- View and download invoices from the Customer Application
- Print and send invoices
- Create PDF and email the invoice

### **View Charged Invoices**

Once an invoice is charged it is available for viewing in a calendar format.

## Nominal Accounts Transactions

### Overview

Each profit centre has its own nominal accounts. The nominal accounts are assigned when the profit centre is created.

Nominal Accounts consist of

- Debtors Account (Sales and tax total)
- Debtor Account
- Debtor Tax Account
  
- Creditors Account (Sales and tax total)
- Creditor Account
- Creditor Tax Account

Invoices are made up of invoice transactions. An invoice transaction is made up of a sales amount, a tax amount and total debtor or creditor amount.

View nominal accounts on a daily, monthly and yearly basis.

## Reporting

### Overview

Reporting offers a comprehensive overview of the following –

- IP Minutes
  - Search by date
  - Company
  - Extension
  - Domain
- Call Stats Weekly
  - Daily over x days
  - Number of placed calls
  - Number of emergency calls
  - Number of tried calls
  - Average call length
  - Average call spend
- Call Stats Monthly
  - Monthly over x months
  - Number of placed calls
  - Number of emergency calls
  - Number of tried calls
  - Average call length
  - Average call spend

## Customer Administrators Web Interface

### Overview

The reseller level sells to end customers

End customers can be

1. Companies
2. Residential Users

Each end customer has its own administrator's access point. The end customer administrator's web interface is a separate application to the System Administrators interface.

### Order Products

When a company or residential user is created, a brand is mapped to the user.

The drop down menus and navigation section is fully dynamic and will load the menu as per the products assigned to the customer's brand configuration.