Call Shop and
Phone **Booth** Application

IVRTechnologies

Background

Talking SIP is a next-generation, SIP based application, media and real-time billing server that is ideally suited for Internet cafés, call shops, International Universities and boarding facilities looking to deploy an advanced solution with the flexibility of an integrated real-time billing engine that helps operators reduce costs while streamlining operations. The Call Shop application is built into Talking SIP, providing service providers with the ability to run their own services as well as host call shops for others on a global scale.

Network

Call shop deployments typically consist of phone booths that are used by individual walk-in customers looking to make International long distance calls at preferred rates. The network configuration for this application consists of IP phones and softphone clients connected directly to the Internet or regular 2500 telephone sets attached to an Internet Access Device (IAD).

The telephones/phone booths can be configured in a prepaid or postpaid fashion with individual, booth or call shop level billing accounts. The most common implementation allows a telephone to be taken off-hook and the caller's destination dialed. The call is routed over IP to the Talking SIP platform for automatic authentication via incoming ANI, IP address or a service account. Once the caller has been authenticated the destination is rated and the longest call duration calculated based on available credit, and then the call is rapidly terminated via Class 4 switching to the caller's destination. Talking SIP configures the voice payload to flow directly between endpoints to ensure the highest level of quality, while it maintains control of the signaling for real-time call cut off

Figure 1.0 Example of a Call Shop and Private Phone Booth Network

and credit enforcement. Once the call ends the billing account's balance is immediately updated and a call detail record written. Talking SIP allows the same call record to be rated and recorded at multiple levels to support simultaneous billing at a retail, reseller, wholesaler and/or carrier level.
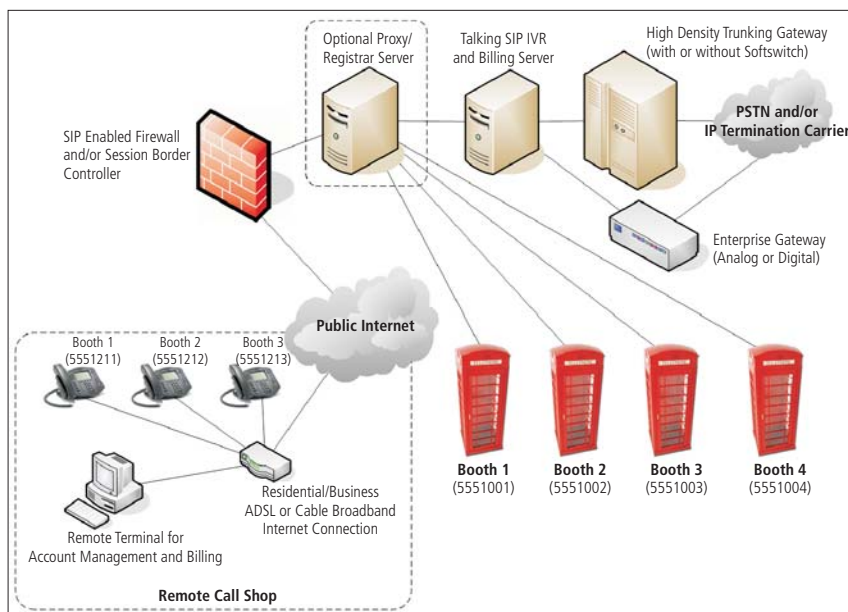
The included and freely distributable Telephony Management Console (TMC) makes the local or remote setup, monitoring and management of call shop accounts easy, secure and efficient. Brand-able billing statements can be generated on demand and with the optional Report Designer these billing reports can be easily customized and personalized

Talking SIP is a fully integrated application, media and billing server so it provides tremendous flexibility in regards to the configuration of the Call Shop application as well simultaneously being able to support other revenue generating applications like calling card, second line services and 800/900/DID termination services utilizing the same platform and network resources. In addition, the software does not impose any additional licensing cost to facilitate hosted and facilities based deployments nor centralized or distributed networks.

Opportunity

Infonetics estimates that VoIP service is predicted to grow 18-fold -- from $1.24 billion in 2004 to $23.4 billion in 2009. VoIP is one of the most explosive areas of growth in the telecommunications industry as we enter a period of great opportunity and fundamental change through the merger of traditional telephones and Internet driven applications and web services. VoIP deregulation, adoption and growth in developing countries is helping to bring voice services to the masses in places where the costs are far too great for individual phone services, instead consumers rely on Internet café and call shop owners to provide these services in their local communities.

With a core focus on the SIP protocol, we have emerged as an industry leader in providing crucial network elements, such as the provision of enhanced services, prepaid and postpaid billing, invoicing, automatic or DMTF based recharge and web based self subscription and account management.

Contact Us

Please visit us on the web at **www.ivr.com**, or contact us directly to find out more information about our products, receive a quotation or locate a value added reseller in your region:

IVR Technologies, Inc.
555 West Fifth Street, 30th Floor
Los Angeles, CA 90013
USA

Telephone:	+1.866.856.0301
	+1.310.943.2721
Facsimile:	+1.310.943.2722
E-mail:	sales@ivr.com

IVR Technologies