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An **OKOHOMA** Ltd Division

# Cheap International Calls

## Reseller Packages

## Mobile VoIP Proposal

Cheap International Calls offers two basic reseller packages for customers who want to resell our products and services. Both packages offer resellers and end users access to Cheap International Calls' carrier-grade VoIP management system through the sale of our FCC/CE-compliant mobile phones.

Each mobile handset comes with Cheap International Calls' VoIP dialer application which allows end users to access the Cheap International Calls VoIP network for low cost calling directly from their mobile.

### Handset Options

CIC currently offers three handset models from which to choose. All models contain dual SIM card slots with dual standby mode. FCC/CE certification provided with orders over 10k units (for orders less than 10k units, certification can be provided for an additional fee).

The operating system for all models is available in the following languages: Arabic, Bosnian, English, French, German, Indonesian, Italian, Malay, Portuguese, Russian, Spanish, Thai, Turkish, and Vietnamese.

See attached information sheets for handset specifications. All prices are FOB Shenzhen.

**CIC-ENT01** - \$30/unit includes \$5 VoIP credit, dual band currently supports 900/1800 MHz (rest of world), can be modified to support 850/1900 MHz (US) with orders over 10k units. Plastic casing available in red, silver or gunmetal look. The recommended retail price is \$34.95

**CIC-MED01-Q** - \$50/unit includes \$5 VoIP credit, quad band support: 900/1800 850/1900 MHz. Plastic casing available in black with red or blue trim. The recommended retail price is \$54.95

**CIC-METAL** - \$50/unit includes \$5 VoIP credit, dual band currently supports 900/1800 MHz (rest of world), can be modified to support 850/1900 MHz (US) with orders over 10k units. Metal casing. The recommended retail price is \$54.95

**Custom** - CIC will design a custom handset to your specifications on a consultancy basis (time and material fees charged)

**SIM Dialer** - CIC will test your existing handset model(s) with our 'supplemental SIM' dialer at a charge of \$1k per model. Compatibility is NOT guaranteed, however, CIC will endeavor to make any necessary modifications to the dialer to provide functionality.

### CIC Products

In addition to Cheap International Calls' low calling rates to destinations across the globe, CIC resellers can offer these VoIP products to end users.

### Local Incoming Calls

CIC can provide end users with a dedicated, local number in any of 80 countries that can be forwarded over the Cheap International Calls network to any number in the world at CIC's low rates. This service enables end users to establish a local presence wherever they choose (subject to availability). Multiple numbers can be forwarded to the same

mobile or landline, so there is no limit to how many 'local' numbers end users can forward to their phone, wherever they are in the world.

Where end users subscribe to a local number, callers in that country place (and pay for) a local call to reach the end user anywhere in the world. The international portion of the call is routed over CIC's network and charged to the end user's CIC account.

Combined with the dual SIM feature of Cheap International Calls' mobile handsets, this is an excellent service for travelers. Traveling users can forward their incoming mobile calls in their home country to a local DID number and route them over the CIC network to a local SIM card in the country they are visiting. While away, the user can use the dual SIM feature to keep his home SIM card active for receiving SMS messages while using the local SIM for incoming and outgoing calls via our low-cost VoIP network.

Toll free numbers are available at a premium rate.

### **Voicemail**

CIC offers a feature-rich voice mailbox that can be administered by end users via our automated IVR system or via our online interface.

Users can manage voicemail messages, record custom greetings and even forward voicemail messages directly to email using our Unified Messaging service.

### **Find Me Follow Me**

End users can subscribe to CIC's Find Me Follow Me service to set complex call forwarding rules based on caller, time, day of week, day of month and month. With Find Me Follow Me, users can precisely manage when, where and from whom they receive calls.

For example, a user on a 'working vacation' can configure CIC's Find Me Follow Me service to forward calls to the local 'vacation' mobile number during business hours and send calls received after hours directly to voicemail, while forwarding all calls from the babysitter directly to the mobile at all times.

### **Dedicated Callback**

In cases where caller ID is not available or not reliable, a user can subscribe to CIC's Dedicated Callback service. The user will be assigned a dedicated access number that is associated to the mobile number where CIC can reach him. All calls placed to the dedicated access number will be disconnected without answering and trigger a call back to the registered mobile number, where the user can complete the call to the desired destination number over the CIC network.

### **Web Hosting**

CIC provides web hosting services to our resellers and end users for an additional fee.

Traveling users can subscribe to CIC's Travel Page, where they can upload pictures from their trip and blog their experiences for friends and family back home.

### **Regional Plans**

Cheap International Calls provides standard Regional Plans for Europe, The Americas, Asia Pacific, The Middle East, and the Indian Subcontinent.

Users subscribing to any of these Regional Plans will pay a flat fee per month for a set number of minutes to any of the countries in the Regional Plan. All other destinations will be charged at the low Cheap International Calls rate.

## Custom Caller ID

End users can customize the CLI that appears when they make a call through the Cheap International Calls network.

## VoIP Customer Account Options

CIC's VoIP management system uses a real-time authorization, authentication and billing engine to provide AAA services via the RADIUS protocol. Our system supports Caller-ID (ANI) based billing to process over 100 call attempts/second (over 10 million minutes per month). Call processing can be scaled beyond this capacity by adding more servers.

CIC manages a full range of partnership relationships to provide termination and local access numbers for voice and SMS. Resellers subscribing to CIC's Tier 2 reseller package can add a preferred termination partner to their account. Our system automatically calculates least cost routing between multiple termination partners.

CIC's fraud detection component monitors network traffic and customer account use to detect unusual network traffic patterns, misconfiguration of network nodes or billing setup, account misuse or over-balance account spending. CIC's system can be configured to notify end users when account balance exceeds a predetermined threshold or when a payment is posted to the account.

**Account Registration** - CIC currently supports customer registration via SMS and online at [www.cheapintlcalls.com](http://www.cheapintlcalls.com). CIC provides specifications to CIC's Tier 2 resellers for custom web integration with CIC's online account registration, maintenance and recharge capabilities. IVR registration can be added on request (dedicated access number required).

**IVR Language support** - Interactive Voice Response prompts can be provided in the following languages at the preference of the user: Chinese Mandarin, French, Russian, Greek, Swiss French, Chinese Cantonese, English, Hebrew, Spanish. Additional languages can be added for a fee on request.

**Web Language support** - Online access to an end user's account can be provided in the following languages at the preference of the user: Arabic, Chinese (simplified or traditional), Czech, German, English, French, Hungarian, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish. Additional languages can be added for a fee on request.

**Account Billing Currencies** - End user accounts can be billed in any one of the following currencies, independent of the currency in which the reseller account is billed: AUD (Australian Dollar), CNY (Chinese Yuan), EUR (Euro), GBP (Pound Sterling), JPY (Japanese Yen), USD (US Dollar). Additional currency options are available on request.

## Reseller Packages

Resellers of Cheap International Calls' suite of products and services can subscribe to either of the reseller packages listed below.

Reseller accounts for both options support the addition and management of 3rd Party Resellers, customers of the Cheap International Calls reseller who will sell CIC's products and services. This allows our resellers to engage with 3rd party resellers and share revenue from all traffic generated by those accounts.

In both options, the Reseller nominates preferred language support for the mobile phone handsets they will provide to their end users. Mobile phone custom branding is available for orders of 10k units and above. Prepaid SIM cards are available for select destinations.

Both reseller packages include:

- Access to the Cheap International Calls network from any of our public access numbers globally (dedicated access numbers available for an additional monthly fee)
- Access to all of the Cheap International Calls standard [products](#)
- Free calls to CIC's IVR system for account balance and voicemail
- Free calls between all customers under the reseller
- System management and support for 3rd party resellers
- Access to CIC's online payment gateway to accept credit card payments from end users

A monthly maintenance fee will be deducted from the reseller's account to cover:

- Rental fee for SMS access number (s) (US\$20 per month)
- Rental fee for dedicated Callthru and Callback access number (s), if required (approximately US\$10 per month each, depending on location)

## Tier 1

The Cheap International Calls Tier 1 reseller plan includes the products and services listed above. The base setup fee for the package starts at US\$1500 and includes the following:

- Custom design of 2 [regional package plans](#)
- Custom design of one 3rd party reseller rate plan
- Tier 1 resellers can add additional 3rd party reseller types to their accounts for a setup fee of US\$1000 each (includes 2 custom regional package plans and one custom rate plan)
- One dedicated SMS access number per additional reseller (required for end user account registration via SMS)
- Access to [www.cheapintlcalls.com](http://www.cheapintlcalls.com) to view reseller account information
- Reseller guides for Cheap International Calls' reseller administration services
- End User guides for all Cheap International Calls services and phones
- Account and customer management for 3rd party resellers and end users
- Email-based customer support for end users
- Monthly account usage reports
- Monthly commission payment on all traffic generated from any of the reseller's end user accounts

End user rates for all products and package plans sold under the Cheap international Calls brand will be determined by Cheap International Calls.

If requested, CIC will provide recharge vouchers for resellers to distribute to their users. Resellers must prepay the total wholesale amount of the vouchers into their CIC account to activate vouchers. CIC will design and print the vouchers on request for an additional fee.

Each CIC end user's account access includes the following:

- \$5 credit on the Cheap International Calls network (or equivalent if account uses a different currency)
- Access the Cheap International Calls network using CIC's access numbers (or dedicated reseller access numbers if requested by the reseller)
- Access to the Cheap International Calls website for account maintenance and online recharge capabilities
- User guides for all Cheap International Calls services and phones

## Tier 2

Cheap International Calls offers provides everything necessary for Tier 2 resellers to sell Cheap International Calls' products and services under their own brand.

A one-time setup fee of US\$5000 includes the following:

- Ability to nominate a termination partner for use in addition to the Cheap International Calls network for VoIP traffic
- Account setup under reseller's brand
- Design specifications for integration with CIC's online account registration, maintenance and recharge capabilities (web design and maintenance is available for an additional fee)
- Comodo SSL certificate (required for system integration) and web hosting for reseller's website
- Custom design of unlimited [regional package plans](#)
- Custom design of unlimited CIC product bundle package plans for end users
- Custom design of unlimited 3rd party reseller rate plans
- One dedicated SMS access number for each additional reseller and product offered to end users (required for end user account registration via SMS)
- System integration with reseller's payment gateway to accept end user credit card payment (resellers must maintain an account balance with CIC of 50% of the total wholesale amount of end user's outstanding credit)
- Ability to offer postpaid accounts to end users (resellers must maintain an account balance with CIC of 50% of the total wholesale amount of end user's outstanding credit)
- Monthly invoice generation for postpaid accounts
- Cheap International Calls Reseller Administration guides for 3rd party reseller account maintenance
- Custom branded Reseller guides for Cheap International Calls' reseller administration services
- Custom branded End User guides for all Cheap International Calls services and phones
- Reseller training to provide customer support for end users (CIC will establish and maintain a dedicated call center for the reseller on request for an additional setup and monthly fee)
- Ability to generate account usage reports on the fly
- Monthly commission payment on all traffic generated from any of the reseller's end user accounts. If reseller's payment gateway is used, commissions are paid automatically when end users recharge their accounts.

End user rates for all products and package plans can be customized by the reseller.

Resellers can generate vouchers for distribution to their users themselves. Resellers must maintain an account balance of 50% of the total wholesale amount of outstanding vouchers. CIC will design and print the vouchers on request for an additional fee. Customer Support Helpdesk setup and administration services are available for an additional monthly fee dependent upon reseller requirements.

CIC will provide 3rd party reseller support and account management for a monthly fee of 15% net VoIP revenue or \$2k per 3rd party reseller, whichever is greater. Additional time and material fees will be charged for any travel or on-site services required for system setup or user training.

- management of reseller's termination partner account and rates
- consulting with reseller's marketing team for service and destination packaging and branded portal and other marketing material design
- consulting with reseller's marketing team for CIC product bundle and regional package plans, branded portal and other marketing material design
- consulting with reseller's technical team for integration with CIC's online account maintenance and recharge capabilities

Each CIC end user's account access includes the following:

- \$5 credit on Cheap International Calls' network (or equivalent if account uses a different currency)
- Access the Cheap International Calls network using CIC's access numbers (or dedicated reseller access numbers if requested by the reseller)
- Access to the Reseller's website for account maintenance and online recharge capabilities
- Custom branded user guides for Cheap International Calls' services and phones

## Next Steps

- Reseller places order for preferred handset model (75% deposit required for orders of less than 10k units, 25% deposit required for orders of 10k units and above)
- CIC commences account setup and configuration in consultation with reseller
- Handset delivery and system launch within 45 days
- Contact us at [info@cheapintlcalls.com](mailto:info@cheapintlcalls.com) with any questions or to place an order