

## Case study: Telecoms: International prepaid calling cards

**Client:** InverOak

**Subject:** Mediacom Global

**Media:** InverOak website

**InverOak services:** Telecoms: International prepaid calling cards

### Calling cards

One of the world's largest calling card resellers, Mediacom Global use InverOak's unique routes and billing tariff structure to provide calling cards to people across the world.

InverOak provide cost-effective and reliable telephone routes between all countries including the most remote islands and outposts of the world, specifically for calling card resellers. Routes are tried and tested and provide users with an affordable option. Calling cards are essential for many foreign-based friends and family to maintain contact in countries where the telecoms infrastructure is of a low saturation, liable to breaks and power failures, or where access to the telecom infrastructure proves too expensive for many.

Mediacom Global use InverOak to provide the backbone to their calling card system using bespoke branded calling cards and GSM gateways to transmit calls across the globe.

InverOak's unique and exclusive GSM VOIP gateway bypasses international cellular networks to greatly reduce cost and improve service, ensuring high quality sound and call continuity. The system incorporates a 'mobile exchange' that converts mobile phone calls into GSM calls and then into data packets which are transferred to the Internet where they are delivered to an IP address, which converts the data packet back again and forwards the call to its chosen destination. The speed at which this occurs is very quick and provides a high clarity of sound and non-interrupted continuity, even in countries where the power supply is sporadic.

Clients such as Mediacom Global gain excellent rates to achieve healthy margins, through use of creative billing such as call connection and termination charges, daily maintenance charges, short minutes, breakage, forced disconnections and the setting of a validity date or expiry period.