Entering the High-Growth Market for

WebRTC

*An Educational Resource to Help You Participate
in the Growing Market for Internet Telephony*

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TELINTA™

Contents

Introduction

The marketplace for innovative telecom services moves more rapidly every year, with significant benefits for those who move with it. Telinta provides VoIP service providers with the cloud-based solutions they need to take advantage of high-growth trends. And Web RTC is no exception!

Whether you are a seasoned telecom professional or new to the industry, this paper will provide ideas that help you to build a profitable VoIP business, with WebRTC as part of the portfolio you offer.

Voice over Internet Protocol (VoIP) is a cutting-edge technology that is extremely cost-effective, and offers features and functionality that your customers cannot find with outdated legacy telephony methods. With VoIP, you can offer your customers cost effective rates and the flexibility they desire. You can offer white label WebRTC services where your users can make and receive VoIP calls using their own web browser, without installing any software and without needing any type of telecom equipment – not even a telephone! WebRTC fits perfectly into industry trends, where users expect increased flexibility, control and savings.

With Telinta's WebRTC solution, your users can make and receive VoIP calls using their web browser, without installing any software and without needing any type of telecom equipment – not even a telephone!

Here are a few examples of telecom business trends that work in your favor:

❖ **International Calling is Growing**
International traffic (both personal and professional) grows each year as more businesses and consumers need to communicate across borders.

❖ **Popularity of Portable Devices**
Laptops, smartphones and tablets allow your users to make VoIP calls in new ways. Your WebRTC services can be used by your customers via any browser, mobile or desktop, which is WebRTC capable.

❖ **Unprecedented Bandwidth Speeds**
With broadband becoming more popular and more affordable, most businesses and consumers already have the connectivity they need to enjoy high-quality VoIP calling.

❖ **The Power of "The Cloud"**
Hosted "cloud-based" technology means that even start-up companies can offer a full portfolio of telecom services without owning their own infrastructure. With Telinta's hosted softswitch solutions, you can access cutting-edge switching and billing technology, such as WebRTC, without purchasing any special hardware or software.

Telinta can help you take advantage of all these technology trends and more. Starting your own profitable WebRTC business is easily within your grasp, with Telinta there to help you.

What is WebRTC?

Web Real-Time Communication (WebRTC) is a service which enables callers to make and receive VoIP calls using a web browser.

As an industry tool, WebRTC technology is an open framework which includes the fundamental building blocks for high-quality communications over the web. These often include a JavaScript API and other components, enabling developers to implement their own RTC web app.

One of the main benefits of working with Telinta is that you do not need to implement your own WebRTC hardware or software, but instead you can offer your WebRTC services based on our hosted softswitch platform. Our hosted solutions require no in-depth technical skills on your part.

Your users click on your URL to open a convenient brandable multi-language self-serve WebRTC portal. Like all of our white label solutions, your users will never (ever) see a Telinta domain name. Instead they will see a domain name that you select for you and your resellers. With Telinta, you can provide prepaid or post-paid VoIP calling to your users. Telinta's WebRTC is fully integrated with our robust portfolio of VoIP solutions, so that you can offer WebRTC as a stand-alone service or as part of a bundle of services.

The High-Growth Marketplace for WebRTC

A recent report from MarketWatch cited the huge growth opportunity for WebRTC. The global WebRTC market is expected to reach $4.45 Billion by 2020, at a CAGR of 50.9% from 2015 to 2020. This can be an attractive opportunity for your business to grow with it!

"The WebRTC market is considered as the 'Blue Ocean', which refers to an uncontested marketspace that holds tremendous potential and opportunities for WebRTC vendors and solution providers."

The report went on to describe WebRTC as a simple way for small and medium sized businesses to shift from traditional communication solutions to modern user-centric business communication. According to the report, WebRTC can help businesses to attract new customers by enabling sales calls via a simple click.

The global WebRTC market is expected to reach $4.45 Billion by 2020, at a CAGR of 50.9% from 2015 to 2020.

There are obvious advantages for consumers as well, being able to make cost-effective VoIP calls from a web browser, without using special software or phone equipment.

Telinta believes WebRTC creates a tremendous opportunity for VoIP service providers around the world!

What will it take to win in the WebRTC market?

Foremost, having a stable and scalable platform that can easily support your growing WebRTC business will be vital. Now add real-time Call Detail Records (CDRs), brandable multi-language web portals, easy integration with other VoIP services, and of course, the ability to use your own VoIP Termination carriers and DID providers.

Telinta's Solution for WebRTC

Telinta enables VoIP service providers to easily offer WebRTC services to their users, complete with a full range of popular features available via our cloud-based platform to meet your customers' needs.

Features:

- Voice Mail
- Call Forwarding
- Balance Indicator
- Online Recharge
- Phone Book
- Call History
- Messaging

Outbound Calling:

Telinta's WebRTC solution includes a unique web-based Dialer for your users to place calls when they open the Portal. The Dialer generates standard DTMF for touchtone prompts and calling. The WebRTC Dialer initiates calls similarly to any other SIP end-point, with calls routed according to your TeliCore configuration and your own VoIP Termination carriers.

Inbound Calling:

Your users can receive inbound calls when the WebRTC Portal is open, even if it is running in the browser's background. A customizable ring tone will alert the user of an inbound call and the browser tab containing the Portal begins to blink. You can enable inbound calling from the PSTN by assigning the WebRTC user any phone number provided by your own DID provider. Peer-to-peer "on-net" calling, which does not use the PSTN, can be performed between your users without using a DID. Telinta does not charge for on-net calling, enabling you to create attractive and profitable offers for your users.

Mobile Devices:

Any browser, including mobile browsers, which supports WebRTC calling can be used with our solution. Additionally, inbound WebRTC calls can easily be forwarded to any mobile or landline phone number. You can also offer calling plans and service bundles which combine WebRTC with any Telinta solution, such as our TeliGlobe^{TM} mobile softphone application for iOS and Android, to Telinta's TeliSIM^{TM} MVNO solution for global roaming, or any other Telinta solution.

What browsers can be used for WebRTC calling?

Telinta's WebRTC solution will work with Google Chrome (Windows, Mac, Linux), Chromium (Windows, Mac, Linux), Firefox (Windows, Mac, Linux), Opera (Windows, Mac, Linux), Google Chrome (on Android).

Telinta's WebRTC solution can be used with many industry-leading browsers.

What other VoIP Services can you Offer in Addition to WebRTC?

What VoIP solutions can complement your WebRTC services?

One key benefit of using Telinta is that we enable you to offer a full range of VoIP services, all via the same cloud-based platform. Having the capability to offer a full portfolio will be important to meeting your customer needs, and managing your business growth over time.

Popular VoIP Services You can Offer to your Customers:

Click-to-Call: Telinta's *TeliClick*^{TM} solution lets you offer click-to-call service to website visitors, allowing them to initiate calls by clicking an online icon. With TeliClick, they can contact your sales or service reps without even leaving your website!

Call Shop: Telint'a offers a unique web-based Call Shop solution for you and your Resellers to provide white label Call Shop services, custom branded for every Call Shop you run. You have full control over each booth, with the reporting, secure access and other functions you need to closely manage your business, all without installing any special software.

Hosted PBX: Businesses worldwide are combining their voice traffic with their lower-cost data traffic. You can offer a full range of attractive calling features, also with attractive savings. With Telinta, you can easily provision many industry-leading models of IP Phones. When integrated with Telinta's Hosted PBX solution, your WebRTC users can enjoy many popular Hosted PBX features, with WebRTC as their web-based extension.

Virtual Office: With our award-winning Virtual Office solution, you can help small and home-based businesses to enjoy many Hosted PBX features, customizing their own VoIP solution in the Cloud via Telinta's brandable self-serve web portals. Virtual Office enables your customers to use existing landline or mobile phones, without needing IP phones.

Call Centers: With Telinta, you can help businesses to quickly set up scalable, cost-effective virtual or on-premise VoIP Call Centers. Agents can log in from anywhere in the world with just an IP phone and a web browser!

Conferencing: Audio Conferencing services are popular as businesses strive to cut travel costs, while increasing collaboration among team members. With Telinta, you can offer a Conferencing service that gives your customers the features and control they need.

Virtual Numbers: Perfect for both consumers and businesses, our Virtual Number solution can forward calls wherever your customers want them go, on whatever phone they use.

Residential VoIP: With Telinta, you can provide highly reliable residential telephony services that your customers and resellers can rely on. This includes Class 5 features, voice mail and streamlined provisioning of popular ATAs and IP phones.

Mobile: With Telinta's *TeliGlobe*^{TM} mobile softphone solution, your customers can make VoIP calls with Android and iOS mobile devices. TeliSIM^{TM} is another innovative mobile solution from Telinta, enabling you to offer highly profitable MVNO services to travelers.

> ***What do these hosted VoIP services all have in common?***
> ***They all rely on state of the art cloud-based switching and billing capabilities.***
> ***With Telinta, you can offer all these services and more from our hosted softswitch platform.***

Our TeliCore™ Softswitch Platform

TeliCore™ is Telinta's Cloud-based platform and is robust Class 4 and Class 5 softswitch. It is the heart of our WebRTC solution and all our other VoIP solutions. TeliCore is hosted in one of the industry's most prestigious datacenters located in the New York area. We own and operate one of the largest hosted softswitch platforms of its type anywhere in the world. TeliCore is deployed using Telinta's own proprietary network architecture, specially designed to enable you to deliver highly reliable VoIP services to customers around the world. Complete with redundant Internet connectivity from multiple Tier1 industry-leading carriers, truly redundant electrical power and TeliCore's unique configuration of servers, storage and other technology is second to none.

We've done all this, so that you won't have to…

Since 2002, Telinta has helped VoIP service providers build successful, profitable businesses. With Telinta's hosted softswitch platform, you have access to industry leading hardware and software, without purchasing your own infrastructure. Nothing to install, nothing to operate! You and your resellers can manage many important aspects of your telecom business with our easy-to-use web-based portals via your web browser anywhere in the world.

Our web-based *"Administrative Portal"* acts as your online Command Center where you can set up and control key functions like:

❖ **How you route your calls**

❖ **What DID providers and Termination carriers will carry your traffic**

❖ **How you manage your customer accounts**

❖ **Setting the prices that you will charge your customers (also called tariffs)**

❖ **All billing features, like monthly or per-minute charges, discount plans and more**

❖ **Reports and analysis tools that keep you informed on how your business performs**

TeliCore also provides you with brandable, customizable portals for your customers and your resellers.

Benefits of a Hosted Solution for your VoIP Business

TeliCore brings you the benefits of having an industry leading softswitch, billing and customer management platform without the complexities associated with owning and operating your own infrastructure.

Datacenter Floor
Equipment cabinets, Fiber Optic and Power Trays
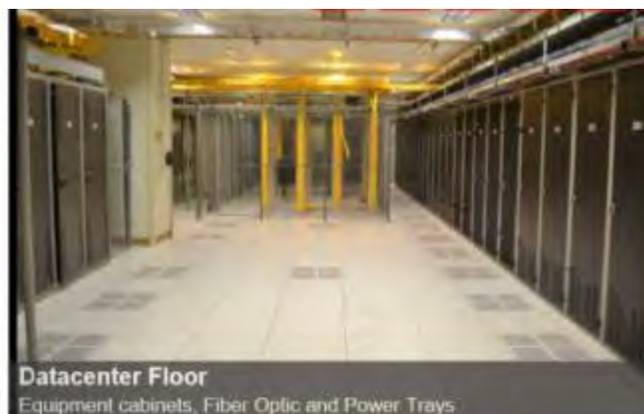
No capital investment
Telinta offers you the benefits of a hosted softswitch platform, without having to invest in your own infrastructure. Many companies feel that avoiding capital investment has many advantages and this often means faster profitability.

Rapid market entry
When you become a Telinta customer, we create a special "partition" on TeliCore that is yours and yours alone. Your partition can be fully functional in as little as three days! Our solutions are scalable and flexible, so you can quickly introduce new services when you need.

Predictable operating expenses
Your company will have predictable costs which you can easily calculate for your business, making it easy to plan your monthly operating budget. One key benefit of working with Telinta is that our success is based on your success. When you grow, we grow with you.

Around-the-clock access to experienced technical staff
We not only provide you with a cutting-edge platform, but our 24 x 7 x 365 Live Technical Support can answer your questions. Our highly-trained team of Support Engineers has unparalleled expertise in helping you with technical issues regarding our hosted VoIP softswitch and billing platform. Telinta is available around the clock to help you!

Bring your own VoIP termination / DID providers
TeliCore enables you to use any provider you need for VoIP Termination, DIDs and other key services. Our flexible routing capabilities let you route your traffic using as many providers as you wish. This gives you the benefits of balancing both cost and quality for any and all calling destinations you want to serve.

Growth by adding new services to your portfolio
Earlier we discussed various types of VoIP services that you can offer. Many new VoIP providers start by focusing on one or two services to offer, and then grow into a fuller portfolio over time. As you build relationships with your customers, they may look to you as a source for additional services. For example, if you sell WebRTC services to businesses, your customers may also be interested in other VoIP services like Call Centers or Click-to-Call as tools to help their company. The opportunity for growth over time with VoIP is enormous!

Top 10 Things to Look for in a WebRTC Solution Provider

As you start your WebRTC business, the quality of services you offer are an important reflection of your business. Here's a list of things you should keep in mind when selecting your solution provider.

1. Stable Company
How long has your provider been in business? Do they have a proven track record of success over the long term? Telinta has been in business since 2002 and we are well-known and well-respected as a leader in the marketplace.

2. Stable Platform
Is your provider's platform stable enough to help you avoid downtime and performance issues? Do they run daily offsite backups of your vital data? Our award-winning TeliCore platform is the largest, most robust hosted platform of its type anywhere in the world.

3. Training and Support
When starting a new business, getting the Training and Support you need is vital. Telinta offers comprehensive hands-on Training to get you started, plus 24x7x365 live Technical Support whenever you need.

4. Wide Range of Solutions
Does your provider offer a broad range of solutions, so that your business can offer the services your customers need? Telinta offers you a full portfolio of solutions to help you attract customers and to expand over time.

5. Customizable Solutions
Can your provider custom develop a solution to meet your unique needs? Do their portals and IVR enable you to do business in the languages and currencies you need? Telinta provides highly customizable solutions to help you succeed.

6. Bring your own VoIP Termination and Origination
Some providers force you to use the services that they offer, usually at inflated rates in the guise of "one-stop shopping." This limits your choices and raises your costs. Telinta lets you use your own VoIP Termination and DID providers.

7. Reseller Capabilities
Does your provider offer the tools you need to attract and retain resellers? Can resellers perform the functions they need? Telinta offers web portals and other tools to help both you and your resellers grow.

8. White Label Solutions
Does your provider offer "white label" solutions that you and your resellers can offer under your own brand? Does your provider's name show up in domain names or who-is lookups? Telinta offers the white label solutions you need.

9. Volume Discounts
Does your provider offer volume discounts that cut the cost-per-minute as your business grows? Telinta automatically applies the best pricing plan available based on your minute volumes each month.

10. Post-Paid Billing
Does your provider make you pay up front? Do they understand the cash-flow constraints that many new businesses may experience? With Telinta, the usage you incur <u>this</u> month appears on your <u>next</u> month's invoice from Telinta.

What Do You Need to Start a WebRTC Business?

This section discusses some of the key components of a WebRTC business. As a Telinta customer, you may qualify for special offers from our partners who provide many of the services you will need.

Origination

WebRTC services will require phone numbers for your customers to receive calls from the PSTN. That phone number is known as Direct Inward Dialing (DID) service. In many countries, your DID provider can help you to "port" existing phone numbers used by your customers when they sign up for your service.

VoIP Termination

VoIP Termination is provided by many carriers around the world who carry your VoIP traffic to its final destination via the PSTN. For more ubiquitous coverage, some providers offer *"A to Z"* Termination to destinations like **A**fghanistan and **Z**imbabwe -- and almost everywhere in between! A to Z offers nearly worldwide coverage, and prices vary greatly.
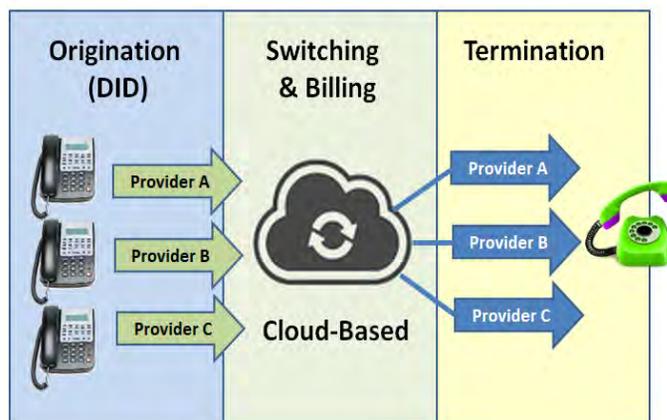
On-Net Calling between your Users

Peer-to-Peer calling between your users may be very attractive for you to offer. Like any of our solutions, Telinta offers you free "On-Net" calling between your users. For your users interested in **only** using On-Net calling, no DIDs or VoIP Termination is required and could usually be a totally free call.

Switching

This is where Telinta comes in. Switching provides the intelligence for you to direct calls from one place to another. A key part of this is the various routing options you can select, which we will cover later. Telinta's white label softswitch solution can serve as the Command Center for configuring many of the products and services you will need in order to run a successful VoIP business.

Billing

While delivering service to your customers is important, being able to bill for it is equally as important. Telinta's switching capabilities are integrated with its billing capabilities into a single, seamless platform. Billing calculations are done in real-time, so that you can provide both prepaid and post-paid services. The combination of world-class switching and real-time billing, totally integrated into a single platform, is something that sets Telinta a cut above the rest.

Customer Management

Your customers will need a certain level of attention as they sign up for services, make payments and other functions. Telinta offers you the ability to easily manage these functions such as innovative self-care portals where, at your option, you can allow customers to perform certain tasks themselves, helping streamline your workload and costs, while increasing customer satisfaction. Your customers will be able to see and download invoices, make online payments, browse call detail records and more.

Key Business Functions You'll Need to Manage

Routing

With Telinta, you can use any (and as many) VoIP Termination carriers as you'd like to carry your traffic. But remember, the provider who has the best prices for calls to one country might not have the best prices for calls to another country. And those prices may vary depending whether the call is placed to a fixed line versus a mobile line. Prices may vary even further based on which of several competing operators serves the specific fixed or mobile line being called. Telinta can help you use these variations to your advantage, increasing your profits through your routing choices.

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	1345927	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345928	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345929	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345936	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345937	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345938	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345939	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1345990	CAYMAN ISLANDS		CAYMAN ISL-M OTHR	
	1347	UNITED STATES OF AMERICA		New York	
	1351	UNITED STATES OF AMERICA		Massachusetts	
	1352	UNITED STATES OF AMERICA		Florida	
	1360	UNITED STATES OF AMERICA		Washington	
	1361	UNITED STATES OF AMERICA		Texas	

Price is only one factor, since call quality and downtime are other key things you need to consider when selecting your VoIP Termination carriers. To help you find the right mix that meets your business goals, Telinta offers flexible routing options that let you keep both price and quality in balance.

Least Cost Routing (LCR) is an option which lets you use multiple VoIP Termination carriers. TeliCore performs a lightning-fast comparison of the rates charged by each provider for each specific destination. You can also configure your routing to fail over from one provider to another in case one fails to deliver a call. You can even set your routing to guarantee that each and every call is profitable. Since TeliCore is the central place where many aspects of your business converge, our platform can easily calculate the difference between the price you charge in your customer tariffs, and the rates you pay to your VoIP Termination providers, and then compare your price versus your cost before the call goes through. With *Guaranteed Profit Routing*, you have the option to block unprofitable calls to help prevent losses.

Routing is truly an art, and Telinta can explain your options and help you learn to configure your routing to best meet your needs. Your routing is part of the training we provide you when you sign up with us.

Rating

Telinta can help you with extremely flexible rating methods to rate your customer's calls in any billing increments you prefer to maximize your profits. You can price your calls anyway you choose, bill by the minute or by the month, offer volume discounts, special promotions and more.

Reporting

Any savvy business person knows that the key to success is keeping close tabs on the key metrics of your business. Telinta offers comprehensive reporting that you can schedule as needed, or pull on-demand. Our *CallMon^{TM}* real-time analysis tool lets you see how your business is doing -- right now. Real-time data is also crucial for detecting and analyzing performance problems, before they impact your business.

The Importance of Real-Time Billing

As described earlier, some services offer prepaid services to their users for services such as Calling Card, Pinless, Mobile and, of course, prepaid WebRTC). Your customer purchases an allotment of calling in advance, for example five dollars, five euros or virtually any currency you need. By calculating their exact balance as their call is in progress, TeliCore knows when their payment has been used up. Telinta's real-time billing helps make your prepaid services possible.

Resellers

Having resellers can be a valuable part of a successful VoIP business. As your resellers grow, your business grows with them. Whether selling to consumers or businesses, your resellers provide you with more opportunities than any single VoIP business could gather on its own. Recognizing this, Telinta offers a wide range of tools to help you attract and support resellers.

All of our solutions are *white label*, meaning they can be branded any way you need. Your customers and resellers will not see the Telinta brand in our solutions. We provide you with reseller web portals that you can brand any way you need. We provide you with everything you need to run reseller reports, calculate commissions and more.

In telecom, many of your costs are volume-based. This means that resellers not only increase your revenue, but their added volume of minutes may help you qualify for deeper discounts as your total volume grows. Each time you add a new customer or a new reseller, you move closer to passing the threshold where you earn lower prices from your suppliers. When that happens, your average cost per minute for all your customers will drop, increasing your profitability.

Custom Development

You may find that your business requires something unique. Once you have defined your needs, and carefully documented your requirements, contact Telinta to discuss a customer-developed solution to meet the unique needs of your business.

Training and Support

Getting started with any new business can be a challenge, perhaps even more so when technology is involved. That's why Telinta offers comprehensive leader-led training.

After you become a Telinta customer, we'll schedule a series of training sessions via conference bridge and desktop sharing with one of our senior engineers. We'll walk you through key functions on our platform that you'll need to know. At the end of this hands-on training, you'll be making configurations yourself, with us there to guide you.

Afterwards, we offer 24 x 7 x 365 Live Technical Support to answer your questions around the clock. Telinta also offers online documentation, user manuals and other resources. Our unique online Knowledge Base encompasses over a decade of Telinta's experience and best practices with how-to tips, instructional guides and more to help you make the most of Telinta's hosted solutions.
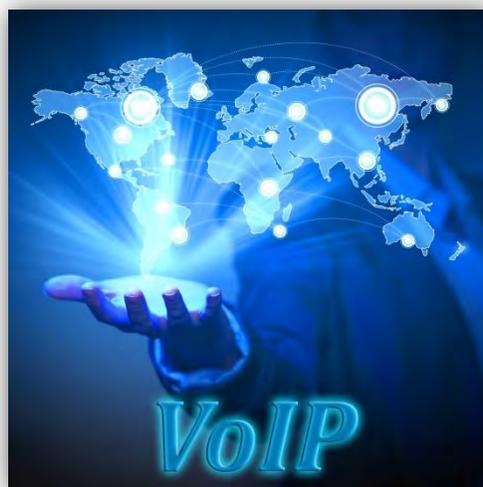
Summary

You've learned that Telinta's hosted TeliCore platform can be a cost-effective alternative to purchasing, deploying and maintaining costly telecom hardware and software. With Telinta, you can use the power of the Cloud for a turn-key solution that lets you offer WebRTC, as well as a full portfolio of white label services for businesses and consumers anywhere in the world.

You'd have predictable monthly expenses, which can help you plan ahead and manage your budget. Telinta's volume-based pricing plans start at only $400 per month, with discounts that grow as your business grows.

Our platform is highly flexible and customizable, letting you provide services in a variety of languages and multiple currencies. We offer web portals to help you serve resellers, distributors and end users.

You've learned about how the key components of VoIP all mesh together to send a call from one place to another. Telinta's hosted softswitch platform becomes the central Command Center that helps you integrate all the piece-parts you need into a seamless and successful telecom business!

Our comprehensive training gets you started, and our 24x7x365 Live Technical Support is ready to help, whenever you need. We can even customize a solution especially for you, based on your unique needs.

For further information

Now it's time to take the next step to learn more. We'd be happy to answer your questions, provide you with additional material, and show you a demo of our hosted solutions.

Contact us at: info@telinta.com

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Tel: +1-888-888-3307 (toll-free in USA)
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Spanish
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Tel: +1-786-262-5570 (International)

About Telinta

Founded in 2002, Telinta, Inc. offers secure and reliable cloud-based Switching and Billing solutions for VoIP service providers around the globe. Telinta's full portfolio of white label solutions is highly customizable for VoIP service providers and their resellers.

Telinta's carrier-grade solutions enable you to provide Calling Card, Pinless, WebRTC, Wholesale VoIP Hosted PBX, Call Centers, Audio-Conferencing, Business and Residential VoIP, Callback, and other services.

TeliCore^{TM} is Telinta's carrier-grade Class 4 and Class 5 softswitch platform, integrating Telinta's cutting-edge VoIP solutions with world-class Switching and Billing capabilities. TeliCore is specially designed to enable telecom service providers around the world to easily integrate the many pieces needed to build a successful VoIP business.

Please visit us at www.telinta.com for more information.

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Other White Papers from Telinta

Whether your telecom business is just starting out, or is already established, Telinta's thought-provoking White Papers can help your business grow by bringing you new insights.

Please visit our webpage to download other white papers from Telinta.
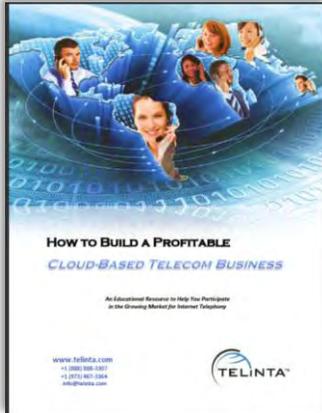
How to Build a Profitable Cloud-Based Telecom Business

Learn how cloud-based solutions can take your telecom business to the next level. This publication explains how to put all the pieces together so that you can offer a rich portfolio of profitable telecom services to your customers.

Contact us to receive a free copy of this White Paper.

TeliSIM^{TM} MVNO Solution for Highly Profitable Global Roaming Services

This paper explains how you can participate in the fast-growing MVNO marketplace, offering Global Roaming for travelers. TeliSIM is a highly profitable SIM Card solution which replaces high-cost mobile termination with cost-effective VoIP.

Contact us to receive a free copy of this White Paper.
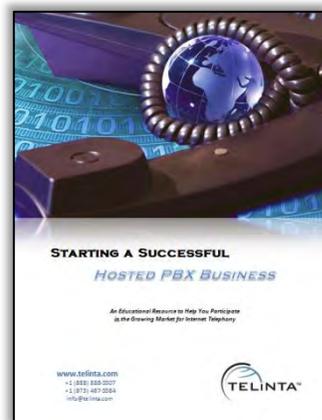
Starting a Successful Hosted PBX Business

This educational resource explains important details and decisions, helping you to start a successful Hosted PBX business. This will help you to better understand how you can provide profitable cloud-based VoIP services to your business customers, virtually anywhere in the world.

Contact us to receive a free copy of this White Paper.