



# HOW TO START A *MOBILE TOP-UP* *BUSINESS*

*An Educational Resource to Help You Participate  
in the Growing Market for Mobile Top-Up*

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## Introduction



***The market for Prepaid mobile services is forecast to grow significantly, reaching over US\$659 billion by 2026.***

Mobile Top-Up is an attractive opportunity to take advantage of fast-growing global market for prepaid cellular services. According to a market research report published by *Transparency Market Research*, the global prepaid wireless service market is expected to reach over US\$659 billion by 2026. The market is expected to grow due to shift of consumer preference from postpaid to prepaid services.

This creates significant opportunities not just in the markets where prepaid cellular is popular, but in other countries as well. Mobile Top-Up is often used by one family member to send prepaid airtime credits to a family member living in another country.

Our cloud-based TeliCore™ platform combines access to industry-leading Mobile Top-Up providers, with our own convenient billing and payment options, brandable portals for resellers and retailers, and more.

## Telinta's Mobile Top-Up Partners

Since 2002, Telinta has assembled an impressive ecosystem of partners that offer the products and services our customers need to start and grow their businesses. We'd be happy to introduce you to our partners. When you become a Telinta customer, you may qualify for special promotions from partners.

Telinta's Mobile Top-Up Partners include:



As the world's number one international mobile top-up platform, Ding has been keeping people connected since 2006. Today, Ding's users have successfully sent over 300 million top-ups globally. Ding reaches over 500 mobile operators in 140 countries. Headquartered in Dublin, Ireland, Ding has regional offices in London, Barcelona, Bucharest, Dhaka, Dubai, New Jersey, Miami, Paris, and San Salvador.



DT One (formerly TransferTo) operates a leading global network for mobile top-up solutions. With DT One, your mobile top-up business will have access to over five billion people across emerging economies. Our global network interconnects more than 550 mobile operators in 160 countries, enabling your customers to send prepaid top-ups and data bundles in real time.

## Prepay Nation

Prepay Nation is a leading global provider of value-added mobile services specializing in International Mobile Top-Up and cross-border micropayments. With mobile operator partnerships in 27 countries globally, Prepay Nation offers innovative services to expatriates who financially support their loved ones back home, utilizing the prepaid mobile ecosystem and a variety of distribution channels across the US, Canada, Europe, and the Middle East.

## How does it work?

Our TeliCore platform includes APIs that enable our customers to access Mobile Top-Up services which are provided by our partners – Ding, DT One, and Prepay Nation. Our partners provide the prepaid cellular credits which are sent to the recipient, and Telinta provides its own cloud-based capabilities.

## What does Telinta Offer?

### ❖ Access to Industry-Leading Top-Up Partners

TeliCore includes convenient APIs that enable you to offer Mobile Top-Up services from our partners, all via a convenient intuitive interface. Once you open an account with one or more of our partners, our Support engineers can help you get started using the partner via our platform..

### ❖ Reseller Capabilities

With Telinta, you can serve an unlimited number of Resellers who run their own Mobile Top-Up business by purchasing services through you, then selling it to their own customers. Our solution is highly flexible, so you can sell to Resellers, or directly to your own customers, or both.

### ❖ White Label Solution

Your customers will never see our brand anywhere in any of our solutions. Use your own domain and URL. You can even opt to have your IP addresses assigned to your company name.

### ❖ Brandable Portals

Our TeliCore platform provides you with brandable portals. You and your Resellers can use your own brand name (as many brands as you need) add your own logo, colors, and other customization.

### ❖ Payment Options

Telinta provides you with sophisticated billing and payment capabilities to help you run a successful Mobile Top-Up business. Your retailers can easily accept cash payments and process transactions via our web-based portals. You can accept payments from your Resellers via credit/debit cards, as well as our optional PayPal plug-in.

### ❖ Multi-Language / Multi-Currency

With Telinta, you can easily offer services in multiple languages and multiple currencies.

### ❖ Variable Commissions

We enable you to vary your commissions by retailer, as well as by country and operator. This helps you to offer special promotions, or tailor offers to specific target markets.

### ❖ Training and 24x7 Support

Telinta provides you with comprehensive Training to help you get started, and 24x7 Technical Support around the clock whenever you need.

### ❖ Detailed Reporting

TeliCore enables you to create comprehensive reports, both scheduled and on-demand.

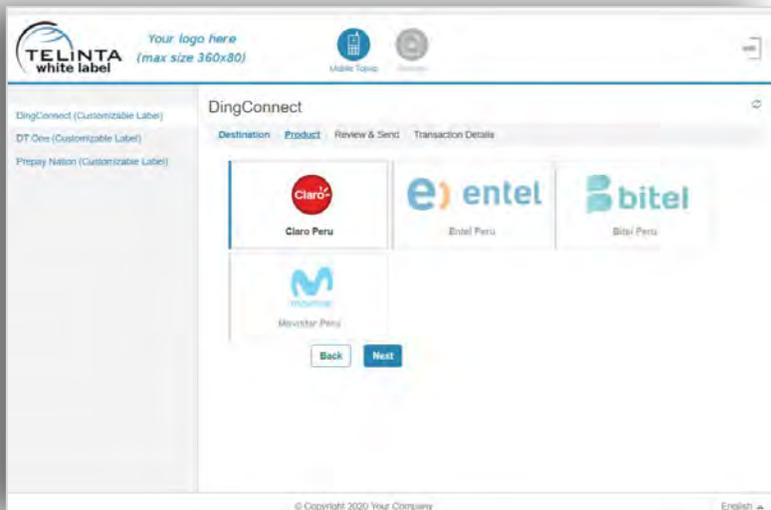
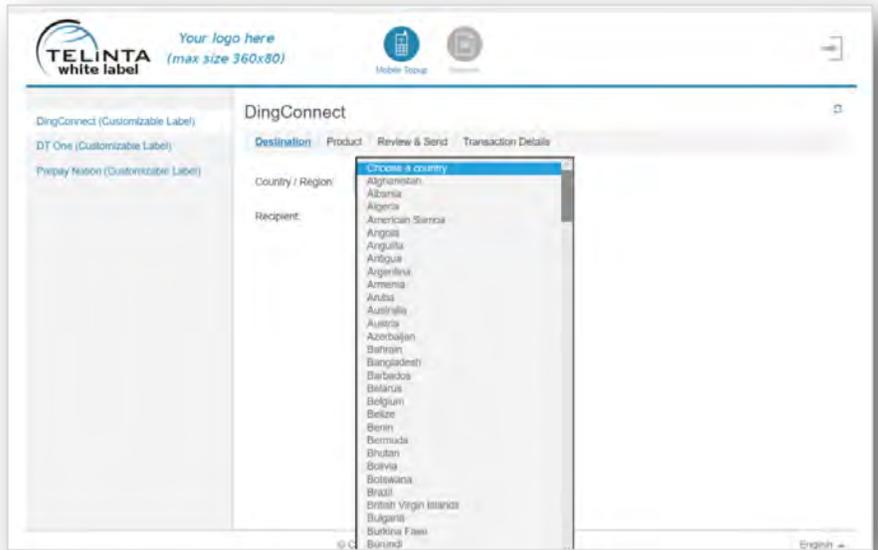
### ❖ Month-to-Month Service Agreements

With Telinta, you are not locked into a long-term contract. Instead, our Service Agreement runs month-to-month. We retain customers with excellent service and support, not through contracts.

## A Sample Transaction

### Select the Country

Telinta provides you with Brandable web portals that your resellers, distributors, and retailers can use to process transactions. As shown below, you can offer services from one or more of our Top-Up partners, shown on the left side of the screen. The countries and operators each partner serves are kept up to date via APIs in our platform linking you directly with the partner.

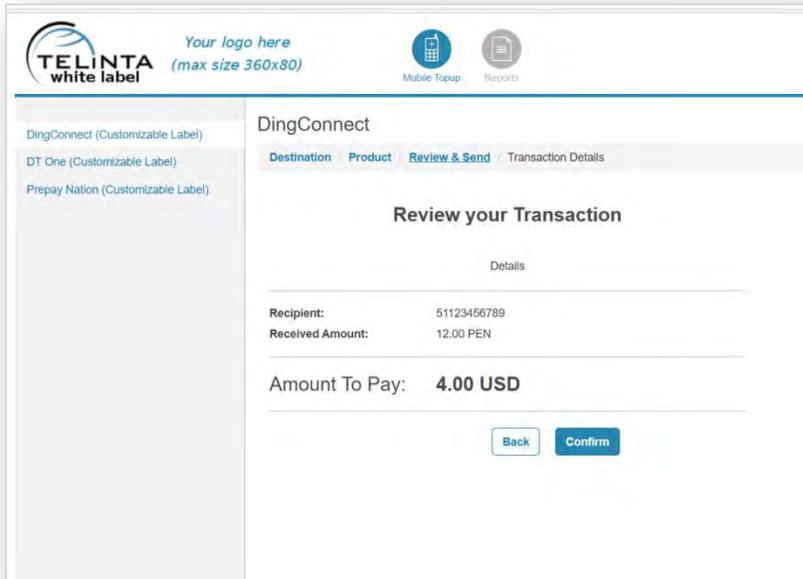
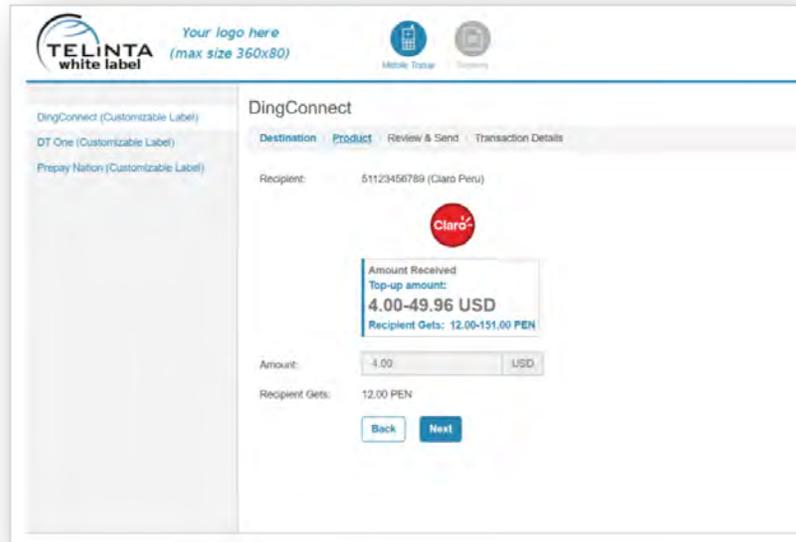


### Select the Operator

Once the country is selected, you will see the Operators in that country which are available via your provider. In this example, we see Operators offered by DingConnect for Peru.

## Select the Product

Once the Operator is selected, you can select the “Product” your provider offers for that Operator, for example a specific dollar amount. The interface will show both the amount the Sender will send in their own currency, and the amount the Recipient will receive in their local currency.

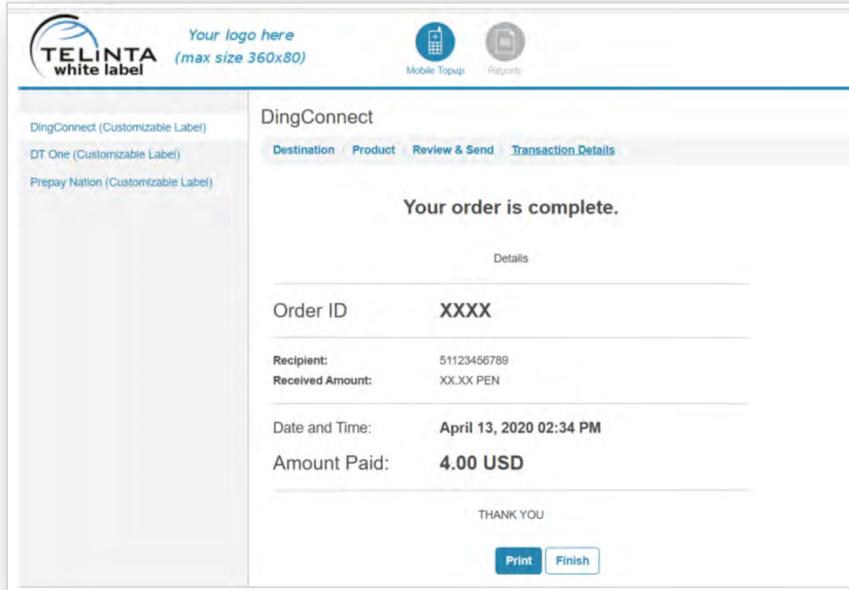


## Review Transaction

Each transaction can be reviewed for accuracy before completing.

To make changes, merely click the “Back” button.

## Transaction Details



## Brandable, Printable Receipts

Once the transaction is complete, an online receipt will appear with an option to easily print. Details on the receipt can be customized to include a logo, domain name, email, address and other text you would like to include.





## 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.

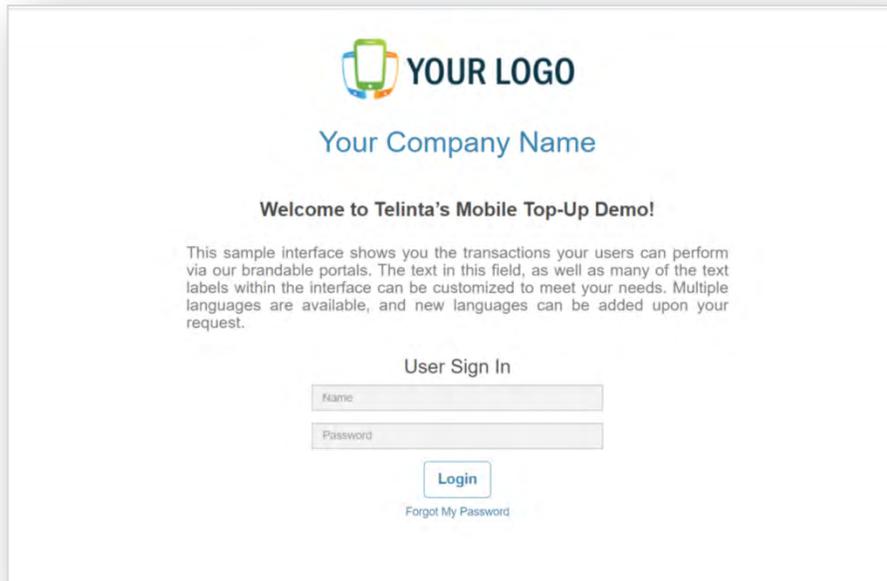
## Training and Support

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 to help you get started.

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 use. 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.



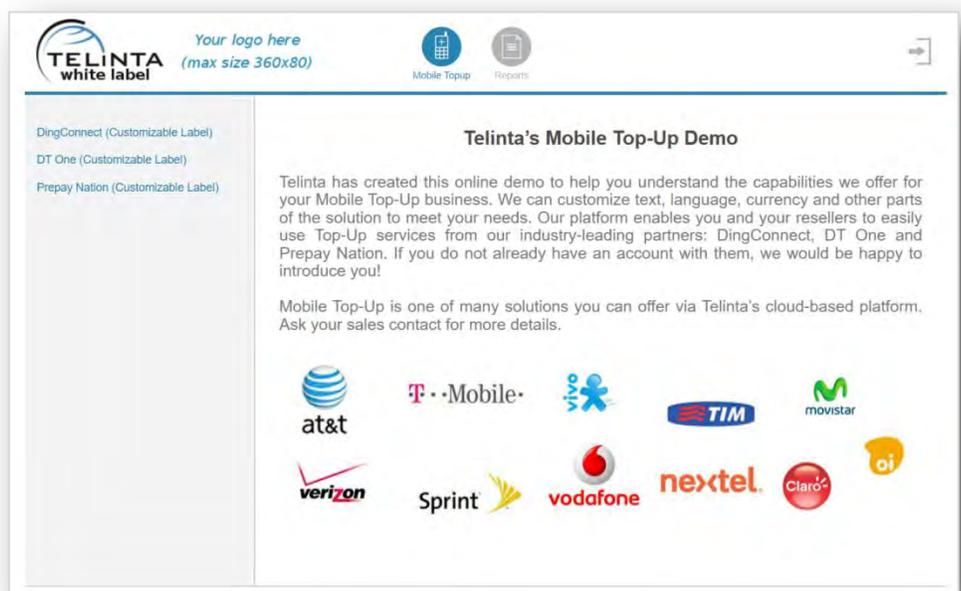


## Next Steps

### Request a Mobile Top-Up Demo

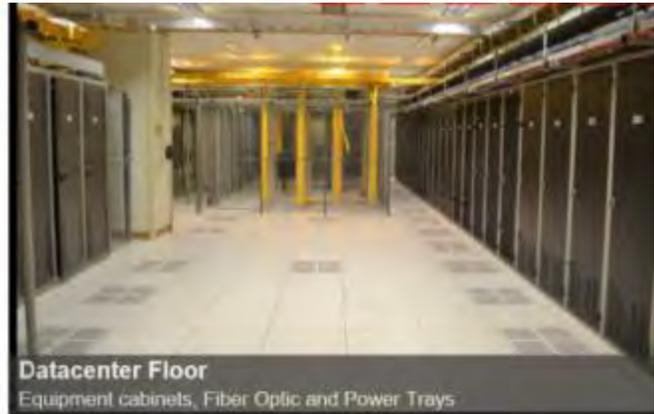
Contact Telinta today to [request](#) a free demonstration of our Brandable Mobile Top-Up solution.

If you do not already have an account with our Top-Up partners, we would be happy to introduce you.



## Benefits of a Hosted Solution for your Mobile Top-Up 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.



### 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 secure and reliable partition can be fully functional in as little as three days! Telinta’s 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!

### Your own accounts with industry-leading Mobile Top-Up Providers

TeliCore enables you to use your own account with one or more of our industry-leading Mobile Top-Up providers. You maintain a direct relationship with your providers.

### Growth by adding new services to your portfolio

Earlier we discussed various types of other services that you can offer. With a single relationship, you have access to a full portfolio of cloud-based switching and billing solutions for popular VoIP services.

## Top 10 Things to Look for in a Mobile Top-Up Solution Provider

As you start your Mobile Top-Up business, the reliability and up-time 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. Your choice of industry-leading Mobile Top-Up providers

Some providers force you to use the services that they offer, usually at inflated **rates in the guise of "one-stop shopping."** Telinta enables you to maintain a direct relationship with one or more of our industry-leading Top-Up partners.



### 7. Reseller Capabilities

Does your provider offer the tools you need to attract and retain an unlimited number of 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. Predictable Costs

With Telinta, you have a predictable monthly fee that helps you plan your business. Telinta does not charge you per transaction or per reseller, but instead we offer you a stable monthly fee that remains constant as your business grows.



### 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? The monthly fee you incur this month appears on your next **month's invoice** from Telinta.

**With Telinta, you can offer a full portfolio of services in addition to Mobile Top-Up.**

**Our hosted solutions help you run your own profitable telecom business, without deploying hardware or software.**

**[Contact us](#) to learn more.**

## Related Solutions



### Mobile Softphone

Provide Mobile VoIP with our brandable mobile softphone for iOS and Android...

[more »](#)



### TeliSIM MVNO

Offer highly-profitable Global Roaming services to travelers at much lower prices...

[more »](#)



### Call Shop

Run your own Call Shop without software or servers with our hosted solution...

[more »](#)

## Summary

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

Our platform is highly flexible and customizable, letting you provide services in a variety of languages and multiple currencies. You and your resellers can use our Brandable web portals to build your 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](mailto:info@telinta.com)

### English

Tel: +1-888-888-3307 (toll-free in USA)

Tel: +1-973-467-3364 (International)

### Spanish

Tel: +1-888-888-4890 (toll-free in USA)

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 Mobile VoIP, MVNO, Calling Card, Pinless, WebRTC, Wholesale VoIP Hosted PBX, Call Centers, Audio-Conferencing, Business and Residential VoIP, Callback, and other services.***

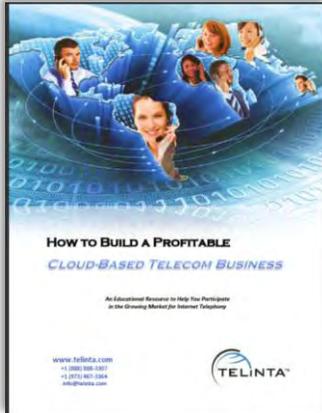
***TeliCore™ is Telinta's carrier-grade Class 4 and Class 5 softswitch platform, integrating Telinta's cutting-edge VoIP solutions with world-class Switching and Billing capabilities. TeliCore is specially designed to enable telecom service providers around the world to easily integrate the many pieces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

***Please visit us at [www.telinta.com](http://www.telinta.com) for more information.***

## 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.

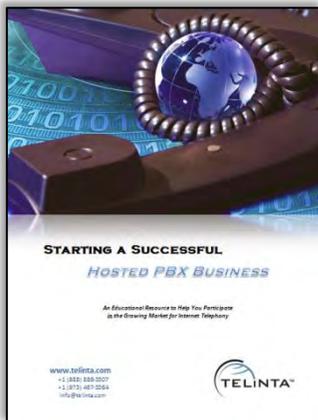
Please visit our webpage to [download](#) these and other white papers from Telinta.



### 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.

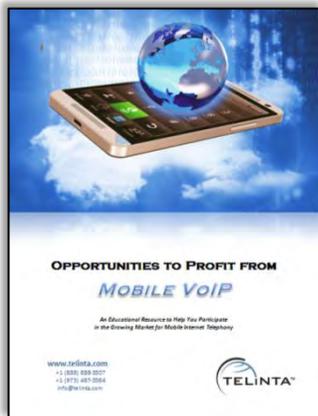
[Contact us](#) to receive a free copy of this White Paper.



### 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.



### Opportunities to Profit from Mobile VoIP with our TeliGlobe™ Mobile Softphone Solution

This paper explains how you can participate in the fast-growing Mobile VoIP marketplace, offering profitable VoIP calling via our brandable mobile softphone app for iOS and Android devices.

[Contact us](#) to receive a free copy of this White Paper.